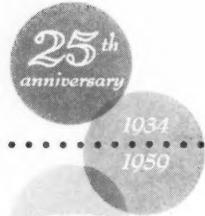


Dallas

FEBRUARY • 1959



25 years ago  
a new star  
was born



## LONE STAR CADILLAC COMPANY

it  
was  
in  
1934...  
remember?

Plans were being formulated to build Dallas' triple underpass.

The Dallas newspapers advertised 7-room homes in Highland Park for \$3,500.

The city's population rose to a whopping 278,000, according to the census bureau.

President of the Chamber of Commerce was R. L. Thornton.

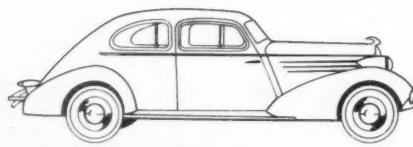
February new car buyers were listed by name in the Dallas News—and totaled just over 700. Austin, Dallas, Fort Worth, Houston and San Antonio were bidding for the Texas Centennial planned for 1936.

Katherine Cornell selected a young 18-year-old actor named Orson Wells to play opposite her in *Romeo and Juliet*.

The Pierce-Arrow Company in Dallas was appointed distributor for Auburn cars.

\$105,000 in purses announced for the Fair Park horse races.

Cadillac produced 11,856 cars in 1934 (150,000 average now). Cadillac was first American motor car to have spare tire concealed in body. First car to use knee-action wheels was 1934 Cadillac.



1934 CADILLAC



1959 CADILLAC

Our Lone Star Cadillac family of more than 150 loyal men and women take this opportunity to thank you for making our first 25 years in business a great success. The success we value most, though, is not measured in new and used car sales or service department volume—it is measured in the friends we have made and kept.

Many of our first customers in 1934—and through the years since—are still with us as our most loyal supporters. We sincerely believe that the position we hold as one of the Nation's finest Cadillac dealerships is due in great part to the help our friends have given us.

We look forward with enthusiasm to the next quarter-century and the friends we will gain as the years go by.

  
President



*Cadillac*

COMPANY

2301-53 ROSS AVENUE • RI 2-7222 • DALLAS, TEXAS

# Your Mark Upon The Future



## OFFICERS & TRUSTEES

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A bequest in trust becomes a tangible expression of lasting community service, put to work where needed most for Dallas County humanitarian services.

A gift through this plan is administered by business leaders who serve as trustees of the Fund and maintain a constant vigilance to answer pressing needs.

Your attorney, tax or estate consultant will gladly cooperate and assist in making possible gifts and bequests . . . and your **WILL** can become *Your Mark Upon The Future.*

For information phone RI 1-1801 or for detailed brochure write:

**FRED M. LANGE, Executive Vice-President**  
Dallas Community Chest Trust Fund  
426 South Akard, Dallas, Texas



## DALLAS COMMUNITY CHEST TRUST FUND

Contributed in the community interest by  
McAX CORPORATION

# Dallas Pioneers

Established  
**1857** Sanger Bros.  
 in Texas  
 Opened Dallas Store in 1872

**1869** The Schoellkopf  
 Company  
 Manufacturers and  
 Wholesale Distributors

**1872** Huey & Philip  
 Company  
 Wholesale Hardware, Hotel and  
 Restaurant Supplies & Equipment

**1875** Dallas Transfer &  
 Term. Whse. Co.  
 Warehousing, Transportation,  
 and Distribution

**1876** Trezevant &  
 Cochran  
 Insurance Managers

**1875** First National  
 Bank in Dallas  
 Banking

**1879** Texlite, Inc.  
 Manufacturers of Porcelain Enamel  
 and Plastic Products for the  
 Sign and Building Industries

**1889** J. W. Lindsley  
 & Company  
 Real Estate and Insurance

**1890** William S.  
 Henson, Inc.  
 Advertising Printing

**1893** Oriental Laundry  
 and Cleaners  
 Finer Laundering, Cleaning,  
 and Fur Storage

**1897** Anderson  
 Furniture Co.  
 Dallas' Oldest Furniture Store



**T**HIS Elm Street Scene, looking West from Akard during the nineties, shows that Dallas' traffic problems of that period centered around horse-drawn transportation. Several years before, in 1889, the pioneer real estate firm of J. W. Lindsley & Company, began operations in a small office on Poydras Street behind the building occupied by the National Bank of Commerce. The City of Dallas at that time had a population of about 45,000 and the 1890 Census would record a Dallas County population of 67,042. Even then, the business section of Dallas was expanding Eastward as Dallas County reached a population figure of 82,726 in the Census of 1900. Moving with this trend J. W. Lindsley & Company moved to 1209 Main Street in the early twenties and occupied that location until June of 1958. At that time, the firm moved to its present offices at 2108 Main Street. Through the years J. W. Lindsley & Company has expanded its operations to fit the needs of Dallas and this year the firm is observing its Seventieth Anniversary. The firm today maintains one of the largest rental departments in the Southwest and a general insurance agency along with its real estate business.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established  
**1898** Praetorian Mutual  
 Life Ins. Co.  
 (Formerly The Praetorians)

**1902** Cullum &  
 Boren  
 Red Fox Athletic Uniforms  
 Wholesale and Retail Sporting Goods

**1902** Hunter-Hayes  
 Elevator Co.  
 Passenger, Freight and Home  
 Elevators

**1903** Republic Insurance  
 Company  
 Writing Fire, Tornado, Allied Lines,  
 Inland Marine, and Automobile  
 Insurance

**1903** First Texas Chemical  
 Mfg. Company  
 Pharmaceutical Manufacturers

**1904** Burton & Wilkin  
 Over 100 Kinds of Insurance Sold

**1906** Hesse Envelope  
 Company  
 Manufacturers of Envelopes  
 and File Folders

**1905** Rubenstein &  
 Sons, Inc.  
 Gulf Princess, Ready To Fry  
 Breaded Shrimp  
 Lady Rita Shelled Pecans

**1910** Moser Co.  
 Realtors  
 Industrial and Commercial  
 Leases and Sales

**1911** Graham-Brown  
 Shoe Company  
 Manufacturing  
 Wholesalers

**1914** Texas Employers  
 Insurance Ass'n.  
 Workmen's Compensation  
 Insurance

## CONTENTS THIS MONTH

HAL DAWSON  
Director, Public Relations  
Chairman, Editorial Board

KATHERINE GAINES  
Editor

THOMAS J. McHALE  
Advertising Manager

LOUISE TATE  
Advertising Assistant

ON THE COVER: This month's cover, a pen and ink drawing by Bud Biggs of Dallas' rapidly expanding skyline underscores the growth of the city since the founding of the Dallas Chamber of Commerce 50 years ago.

	Page
Washington Report: The Battle Lines of '59 . . . . .	7
1909-1959: Building for the Future . . . . .	9
1959 Committees Take Over Chamber Projects . . . . .	10
Big Stakes Ride Southern Transcontinental Service Case . . . . .	16
Life Members — Men with a Mission . . . . .	21
Big Town: From Cotton Patch to City of Shops . . . . .	22
Dallas' Year-End Report Points Up Impressive Economic Gains . . . . .	24
The Tortuous Process of Rate Making . . . . .	26
Membership Committee Begins 1959 with a Bang . . . . .	28
Women in Business . . . . .	40
City and Dallas Chamber Win Major Victory . . . . .	58
Young Men Going Places . . . . .	62
Ad Index . . . . .	70
Pioneer Pages . . . . .	4, 71

# Dallas

VOLUME 38

NUMBER 2

FEBRUARY

1959

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

### DALLAS CHAMBER OF COMMERCE

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*"Why don't you give the First in Dallas  
an opportunity to say YES?"*



**FIRST NATIONAL BANK IN DALLAS**  
Member Federal Deposit Insurance Corporation

DALE MILLER'S

# WASHINGTON

REPORT

## The Battle Lines of '59



The political battle lines for 1959 were not long in forming after the new Congress convened in January; and as expected, after the sweeping Democratic victory at the polls in November, the Democratic Congress on Capitol Hill is deployed in formations of relentless attack, while the Republic Administration in the White House is phalanx in positions of stubborn defense. The familiar poser which comes to mind, of course, is what can be expected to happen when an irresistible force meets an immovable object, for in some respects the huge Democratic majorities in Congress constitute an irresistible force, while in another respect the formidable power of the veto which resides in the Presidency measures up to an immovable object. The story of the political year will be written by the extent and the frequency with which each can ultimately be made to prevail.

The battleground, in a general sense, is the President's Budget for the next fiscal year, a massive document which set forth the Administration's views as to the probable receipts and expenditures of the Federal Government. It managed to achieve a delicate and precarious balance by forecasting a figure of approximately \$77 billions of dollars for each category; and though that rate of spending is the highest ever proposed by Mr. Eisenhower—and, indeed, by any President in the peacetime history of the country—such is our state of mind as to governmental economy these days that such an appalling figure was promptly defended by Republican spokesmen as sound and conservative, and immediately assailed by Democratic leaders as unrealistic and inadequate.

There was enough on that dolorous subject on this page in last month's issue of this magazine, so it might be appropriate to forego further contemplation of the battleground of the Budget and focus a little passing attention on a few items of

legislation which will produce some of the most interesting skirmishes during the political struggle of the next several months. Here, as space will allow, is a quick rundown on the prospects of certain important bills, complete with a few wholly unguaranteed predictions:

**Taxes:** Indications point to the eventual passage of a tax revision bill which will neither raise nor lower taxes appreciably in any broad categories. Certain "loops" will be closed and some adjustments and clarifications made in the revenue code. With a prospective deficit of nearly \$13 billions of dollars being incurred during the current fiscal year, no general tax reductions will be considered by the leadership of either party.

**Depletion allowances:** The high proportion of Northern liberals among the freshman Democrats on Capitol Hill has given rise to considerable apprehension that the soundness of the depletion principle will be less understood and thus more susceptible of concerted attack. Evidence is apparent, however, that petroleum and mining interests are not reluctant to meet the challenge, being confident that a full disclosure of the facts will sustain their position. The issue will be faced, but the prospects are that depletion allowances will not be materially changed.

**Labor reform:** A mild bill not unlike the Kennedy-Ives measure of the last session will probably be enacted. Union influence in the new Congress is undeniably strong, and can doubtless sidetrack any provisions which are deemed unacceptable, while acceding to the enactment of an innocuous measure to acquire an air of respectability.

**Defense:** Appropriations in this vast area of government spending will be substantially higher than the figure sought by the President in his Budget message. A "sacred cow" to begin with, the defense establishment has lately been glamorized by the space age, so any effective insistence on economy is remote.

**Aid to Airports:** This issue symbolizes sharp differences in political philosophy of the Democratic Congress and the Republican Administration. Democrats want a huge spending bill to enable communities to build and modernize airports and facilities on a large scale, while Republicans maintain that Federal aid should be restricted to securing the safety of the passenger in the air, and not be extended to commercial enterprises on the ground such as administration buildings. Indications are that the Democratic Congress will enact a bill which the President will be compelled to veto. A nose-count thereafter will determine the strategy: whether to try to override, or modify the measure enough to satisfy the White House.

**Housing and urban renewal:** Here again the Democratic Congress will probably enact legislation too liberal for the Republican Administration to accept. The invitation to a veto will be accepted, and the stage will again be set for an effort to override or an attempt to conciliate the major points of disagreement. Eventually, however, more public housing and more urban renewal will no doubt be forthcoming.

**Foreign aid:** This is the only major issue in the President's program on which the

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### Legislative review: Major bills delineate basic conflict between White House and Capitol Hill.

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Democrats may prove more conservative, but some reductions are distinctly probable.

This is only a quick sampling of the legislative bill of fare, to be sure, and many more heady concoctions will be served up as times goes on; but these can suffice to differentiate between the political tastes that predominate in the White House and those that are savored on Capitol Hill. Whether the diet prescribed by the President can withstand the temptations of high seasoning which are wafted from the culinary halls of Congress only time can determine; but the prospects are that it can't. With everyone's favorite dish somewhere on the bountiful menu, this is surely no time to practice austerity at the political table, particularly since the gout of inflation is not yet unbearably painful.

THIS BUSY scene in the Highway and Transportation Department points up an activity that began with the Freight Bureau of fifty years ago.



THIS 1904 Trade Trip photo brings up an important trade extension activity that began in 1901 and continued through 1947 building good will in the Dallas Trade Area.



DALLAS MODERN CONVENTION Department provides the machinery that will bring an estimated \$70,000,000 Convention and Trade Show Income into Dallas in 1959.



**Operation: A Greater Dallas for the Future**

SEPARATED by a span of fifty years the problems and objectives of the original and modern Dallas Chamber of Commerce have a striking similarity.

# 1909-1959: Building For the Future

by Tom McHale

A striking similarity in major projects and objectives emerges from a comparison of the work of the Dallas Chamber of Commerce today and the first month of its operation a half-century ago. Then, as now, Dallas was concerned with immediate and long range transportation problems. Then, Dallas was completing one phase of its growth and moving into the 100,000 population bracket as a city. Today, Dallas is organizing to cope with the problems of a metropolitan area of a million people.

Population figures provide perspective on the problems facing the newly organized Dallas Chamber of Commerce. The 1910 Census would show a population of 92,104 for the City of Dallas and 135,708 for Dallas County. This would compare with a 1900 population figure of 42,638 for the city and 82,726 for the county. It must be borne in mind also that just thirty years before, in 1880, Dallas County had a population of 33,488 and ten years before that, in 1870, the population of all Dallas County stood at 13,314. During that period Dallas had emerged from a village and small town stage and was fast growing into a city. While the railroads had first come to Dallas in 1872, the Western Railroads were still building and their connections were vital to Dallas' future. Good roads barely extended to the city limits and motor transportation was definitely secondary to horse drawn freight and passenger transportation.

In Mid-January of 1909, L. O. Daniel had just taken over as president of a diverse group of organizations that had been consolidated into the Dallas Chamber of Commerce. His first problem was organization and financing. His concurrent problem was to set up civic machinery and committee manpower to carry on the immediate work that needed to be done. He did not equivocate or mince words in telling the people of Dallas what the situation required of them.

The Dallas Times-Herald of January 22, 1909 carried this statement from Mr. Daniel: "We have begun active work to perfect the Chamber of Commerce in all its details. We must have the earnest assistance of every citizen of Dallas in order to make it a success. We can not get along on *Hot Air* and in order to do something, we must have their financial and moral support."

That statement is just as sound and apt today as fifty years ago, in the opinion of Lester T. Potter, president of the Dallas Chamber of Commerce in this fiftieth anniversary year. "Hot Air, except when mixed with natural gas, has never contributed to the development of Dallas," comments Mr. Potter. "We have been extremely fortunate through the years in community-wide support for the Dallas Chamber of Commerce. Our success and growth give us no grounds for complacency. This anniversary is a good time to ponder the sound good sense of Mr. Daniel's statement and to remember that the Chamber of Commerce

is not a thing apart from the citizenship. And I would elaborate moral support to include active support for the things Dallas needs plus time and committee work that is necessary to get the job done."

Mr. Daniel further stated: "It is the ambition of the directors to make the Chamber of Commerce one of the greatest institutions of its kind in the country." Today, the Dallas Chamber of Commerce, with a membership of more than 8,000, ranks first in the nation in this respect. In terms of achievement for Dallas it certainly ranks among the nation's leaders.

Railroad transportation problems, immediate and long range, presented an immediate challenge to the newly organized Dallas Chamber of Commerce in 1909. Today, the Chamber of Commerce is in the midst of an important Southern Transcontinental Air Route Case that has an important bearing on Dallas air transportation future.

The same issue of the Dallas Times-Herald that carried Mr. Daniels' statement bore this headline: "WILL FIGHT FOR RATE." The story related that C. W. Hobson, Chairman, and Nash Weil of the Local Transportation Committee, had made a careful study of Texas freight rates and found them to be "the highest in the nation and the highest of any civilized country in the world." The directors voted \$500.00 as Dallas' portion for a fight against a ten per cent boost in rates by railroads operating in Texas.

At the same meeting, the Times-Herald reported that William M. Robinson, Chairman of the Freight Committee, had just returned from Kansas City and suggested that Dallas needed to get busy in securing connections on the Gulf, Texas & Western Railroad then projected from Louisiana to New Mexico. He pointed out that Kansas City now had direct rail connections with West Texas points which gave that city competitive advantages over Dallas.

In the midst of all this activity, the directors of the Chamber of Commerce had elected a new secretary, John R. Babcock, who had barely time to hang his hat in the office before plunging into these important projects. This also was part of the same Times-Herald story of January 22, 1909, as follows: "John R. Babcock, the newly elected secretary of the Chamber of Commerce, assumed his duties this morning. He will be assisted by Colonel John G. Hunter, retiring secretary, for some time to come. Colonel Hunter is anxious to get back to his machinery business." — Mr. Babcock came to Dallas as financial secretary of the Hotel Southland. He has settled contracts for construction and furnishing the hotel. He came to Dallas with the idea of locating permanently."

Another railroad project demanded Mr. Babcock's immediate attention. The January 27, 1909, issue of the Times-Herald reported that the Entertainment Committee was planning a big welcome party for George B. Harris, new president

of the Gulf, Colorado & Southern Railroad, who was coming to Dallas with a large group of his officials. The January 30, 1909, issue of the Times-Herald reported that more than 200 new members had been secured in the first big membership drive of the Chamber of Commerce and L. O. Daniel, president of the Chamber had been out on the streets heading up the campaign.

Even before that, the president of the Chamber of Commerce and its directors had been setting up the basic committee structure of the new organization. The January 19, 1909, issue of the Times-Herald carried the following headline: "PRESIDENT DANIEL COMPLETES WORK." Sub-head: "Gives Out Personnel of Eighteen Standing Committees;" another sub-head: "URGES ACTIVE SUPPORT." Another sub-head: "Chamber of Commerce and Citizens Asked to Help in Work Mapped Out by Organization."

The story follows: "President L. O. Daniel completed the selection of personnel of eighteen standing committees of the Chamber of Commerce yesterday. He stated he had conferred with the members of the directorate and that he had endeavored to place men where both the work and the association on the committee will be congenial. He urges the united support of the members of the Chamber of Commerce and of the people of Dallas in the work that is mapped out for the Chamber of Commerce and the development of the city that is proposed in the undertakings of the body."

"A meeting of the directorate will be held Thursday at which time the labors of the organization will be inaugurated." — "An active campaign for membership is being conducted by Nathan Adams and his committee. The enrollment is larger every day."

"Personnel of the Committees follow: Finance: C. R. Buddy, Chairman; V. E. Armstrong, Albert Linz, R. K. Gaston, L. H. Tyler, C. H. Huffman. City Development: R. S. Baker, Chairman; H. O. Adams, Clayton D. Browne, Wade B. Leonard, J. M. Harry. Manufacturers: F. D. Silney, Chairman; John V. Hughes, J. L. Brown, E. L. Flippin, J. H. McDonough, E. C. Dodson, Henry Dorsey, A. V. Lane, E. C. Callier. Trade Extensions: S. G. Davis, Chairman; W. O. Connor, Ike Harris, I. E. Rose, James Kinsella, Fred W. Warner, A. P. Tenison, George W. Trumbull, Louis Lipsitz, James A. Ludlow, E. A. Henderson, H. H. Adams, James A. Dorsey, M. P. Exline, Ike Barron, Sam Mittenthal. Freight: William M. Robinson, Chairman; R. Liebman, A. A. Jackson, A. P. Tenison, G. A. Trumbull, C. S. Harry, Ennis Munger. Public Highways: M. P. Mahana, Chairman; O. P. Bowser, Sydney Reinhardt, Thomas Field, J. C. Wilson, I. Dreeben. Advertising: C. A. Singer, Chairman; E. J. Kiest, Henry Dorsey, C. Lombardi, J. B. Kendall, Jr., H. P. McKnight, George Volk. Railway and Transportation: Royall A. Ferris, Chairman; J. B. Wilson, C. C. Slaughter, C. F. Bolanz, E. O. Tenison, R. B. Munger, A. Silberstein, R. H. Stewart, Alex Sanger. Agriculture: H. O. Samuels, Chairman; Clarence Robinson, F. B. Holland. Membership: O. L. Oldham, Chairman; John V. Hughes, Fred Warner, R. P. Tally, Mike H. Thomas, R. G. Davis, F. F. Silney, Nathan Adams. Entertainment: J. C. Duke, Chairman; S. J. Hay, E. O. Tenison, J. B. Wilson, Royal A. Ferris, J. Howard Ardrey, H. H. Adams, S. E. Moss, E. L. Sanger, A. A. Jackson, L. O. Daniel, R. Liebman, Henry Exall, J. E. Farnsworth, R. C. Ayres, L. V. La Taste, Edward Titche, W. A. Green, Jake Metzler, S. Y. Matthews. House: T. L. Monaghan, Chairman; Thomas W. Griffiths Jr., J. W. Cochran. Max Lingo, W. A. Campbell, Arbitration: George B. Dealey, Chairman; C. E. Wells, E. M. Kahn, S. P. Darnell, H. B. Keating. Appeals: Sam P. Cochran, Chairman; M. M. Mayfield, J. B. Adoue Jr.,

E. L. Pike, Charles L. Dexter. Local Transportation: C. W. Hobson, Chairman; J. C. Weaver, Nash Weil, A. P. Tenison, J. T. Berry, J. G. Davis, John V. Hughes, O. L. Oldham, Charles H. Platter.

This committee structure carried out the first objective of organizing the Dallas Chamber of Commerce — "To set up a strong central organization into an effective instrument of city building that would best utilize the talent and ability of the most influential men of the city." Through the years, this committee structure has changed to meet new needs, but strong committee personnel and active work have been the keystone of the success of the Dallas Chamber of Commerce.

## 1959 Committees Take Over Chamber Projects

Many hundreds of civic leaders in Dallas serve on the various modern committees of the Dallas Chamber of Commerce. The complete list of 1959 committee members follows. Chairmen are pictured on the next four pages.

### Advanced Technical Center

C. J. McCarthy, Chairman  
Harry Bass  
H. N. Mallon  
Robert McCulloch

### Agriculture & Livestock

J. Z. Rowe, Chairman  
Ronald Kretzinger,  
Vice Chairman  
A. S. Milikien,  
2nd Vice Chairman  
Ed Pewitt, Sec'y-Treasurer  
Charles E. Ball  
Edward H. Bush  
Don Clark  
Orene McClellan (Miss)  
Alex McCommas, Jr.  
J. L. McNabb  
Jim Marshall  
Fred Pass  
E. B. Royce  
R. B. Thomas  
John Tufts  
Jack Whetstone  
Huey Whitehurst

### Athletic Relations

Lank Majors, Chairman  
John W. Miller,  
Vice Chairman  
Ben Lee Boynton  
Ves Box  
Charles Burton  
P. C. Cobb  
Louis Cox  
Abb Curtis  
Myer M. Donosky  
Ed Fite  
F. B. "Pete" Goldman, Jr.  
Joe Golman

Richard Haughton, Jr.  
Alvin Herold  
James S. Hudson  
Jack Johannes  
Lester Jordan  
Fred Knieff  
Ed A. Millican  
Graham Pierce  
Ralph W. Pulley, Jr.  
Harold Ratliff  
William Rives  
J. Curtis Sanford  
George Schepps  
Field Scovell  
Blackie Sherrod  
Lancaster Smith  
Jack C. Vaughn  
Wesley Weed  
J. W. Williams  
Jas. K. Wilson, Sr.  
Wes Wise  
Ben Critz, Secretary

### Aviation

H. L. Nichols, Chairman  
Fred Agnich, V-Chairman  
Tyree Bell  
R. W. Blair, Jr.  
A. M. Brenneke  
James J. Brophy  
W. J. Brown  
D. Harold Byrd  
Haskell H. Cooper  
Aubrey Costa  
Jerome K. Crossman  
Trammell Crow  
W. D. DeSanders  
F. O. Detweiler  
Barney Dosterschill  
Walter Fleming  
Lorch Folz  
A. G. Galt



AUSTIN F. ALLEN



HARRY BASS



JOE BELDEN



JOHN W. CARPENTER



PAUL CARRINGTON



MAX CLAMPITT



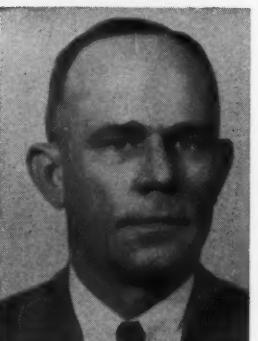
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MARVIN L. DAVISON



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 J. L. Latimer  
 George Linskie  
 H. N. Mallon  
 Stanley Marcus  
 Dr. Porter Mason  
 Joe McCracken  
 E. V. McCright  
 J. Kirby McDonough  
 Edw. R. Maher  
 W. W. Overton, Jr.  
 Elgin B. Robertson  
 C. A. Tatum, Jr.  
 A. H. (Dick) Thompson  
 Joe C. Thompson  
 R. L. Thornton, Jr.  
 T. A. Tombrello  
 L. H. True  
 Harold Volk  
 D. L. Whittle  
 John E. Williams  
 Jas. K. Wilson, Sr.  
 Ben H. Wooten  
 Angus Wynne, Jr.  
 Andy DeShong, Secretary

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 J. L. Latimer,  
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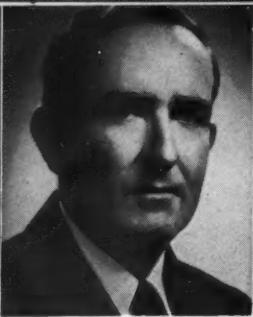
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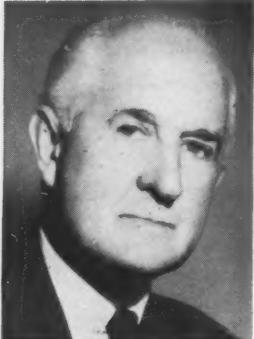
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(Continued on Page 44)

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Who benefits when Dallas wins its battle for competition in a major air traffic market?

A partial answer is provided by experience in the Dallas-Washington and

Dallas-New York markets.

In 1954, Dallas presented its requirements for effectively competitive service in these markets. The Civil Aeronautics Board authorized competition late in

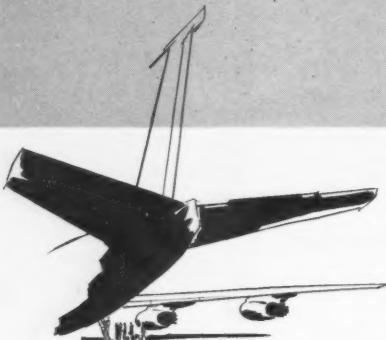
1955, and the competitive services were inaugurated early in 1956.

What happened after these markets were freed from monopoly control is indicated in the following "nutshell" story:

	Number of originating-terminating passengers exchanged between Dallas and:	
	New York	Washington
1955—last year of monopoly control	68,744	19,890
1957—with effective competition	92,082	29,406
Net expansion of the market:	33.9%	47.8%

<sup>1</sup>Includes 6 mixed-class schedules.

<sup>2</sup>Includes 2 mixed class schedules.



Big stakes for both communities and air carriers are involved in the Southern Transcontinental Service Case, in which Dallas is making an all-out effort to secure new and improved air services with 17 key cities in six states.

The size of the stakes is indicated by the estimated 1960 total of 296,827 Dallas-generated originating-terminating air passengers who would be benefitted by the new and improved air services which Dallas is requesting of the Civil Aeronautics Board.

Among the air carriers, the size of the stakes is indicated by three of the applicants' own estimates of the additional operating revenues they would earn if their route proposals are granted.

Carrier	Base year for estimate	Estimated additional operating revenues (annual)
American	1961	\$128,255,888
Braniff	1960	58,863,000
Delta	1960	81,282,048

## BIG STAKES Ride Southern Transcontinental Case

For Dallas, the Southern Transcontinental Case has a two-in-one importance. In the Dallas to the West Case, initiated in 1956, Dallas proved the public interest requirements for competitive air services which it had requested with California cities, and for competitive or first single-carrier services which it had requested with intermediate points in West Texas, New Mexico, Arizona and Nevada. Early in 1958, the CAB Examiner found that Dallas had proved its case completely, and recommended immediate authorization of all the requested services. In July 1958, the five members of the Civil Aeronautics Board voted, three to two, to defer decision on the long-haul issues in the Dallas to the West Case, and to consolidate them in the newly-born Southern Transcontinental Case.

In a press release on its three to two vote, the CAB said that it intended to authorize "at this time" the new and improved services which Dallas had requested with Albuquerque and Santa Fe, N.M.;

Schedules offered between Dallas and:						
	New York	Washington	Non-stop	Coach Ttl.	Non-stop	Coach Ttl.
	1-way	1-way	1-way	1-way	1-way	1-way
1955—last year of monopoly control	5	5	25	5	5	13
1957—with effective competition	9	10 <sup>1</sup>	39	8	11 <sup>2</sup>	26
Net increase in service available to Dallas — generated air travelers	80%	220%	56%	60%	120%	100%

Abilene, Amarillo, El Paso, Lubbock, Midland-Odessa, and San Angelo, Texas. However, on February 12, 1959, the CAB issued its decision implementing the intentions announced in its press release of July 22, 1958.

Thus, in the Southern Transcontinental Case Dallas must:

1. Re-try and re-prove its case for new and improved air services with the Arizona, Nevada and California cities — needs which have been proven already in the Dallas to the West Case.
2. Establish its needs for new and improved services with cities in Alabama, Florida, Georgia and Louisiana.
3. Establish that proposed transcontinental routes, between Atlanta and Miami, on the one hand, and the California cities on the other hand, should serve Dallas as an intermediate point.

Qualified observers believe that the present proceeding will "freeze" the east-west pattern of air routes in the southern tier of states for at least 10 to 15 years; and that communities which fail to secure authorization of their air service requirements in this case will not have another opportunity to do so until 1970 or later.

Airline applicants in the case include American, Braniff, Capital, Continental, Delta, Eastern, National, Trans-World, and Western.

Exhibits were exchanged by all parties on February 2. The rebuttal exhibits must be submitted March 27, and the Examiner's hearing is scheduled to start in Houston on April 14. Other sessions of the hearing are scheduled in Los Angeles, Miami and Washington. Under the most optimistic schedule, the Examiner's initial decision cannot be expected until sometime in 1960. Industry leaders feel that the CAB's final decision in the case cannot be expected until late 1960, at the very earliest.

The Dallas case is being presented jointly by the City of Dallas and the Dallas Chamber of Commerce, an arrangement which has prevailed in all route cases to which Dallas has been party since 1952. Policy direction for the case is provided by the City Council Aviation Committee, of which W. C. "Dub" Miller is chairman, and by the Chamber's Aviation Committee, of which Herbert L. Nichols is chairman.

Dallas' exhibits in the Southern Trans-continental Case comprise four volumes, and have used several ideas which are unique in CAB proceedings.

Perhaps the outstanding pioneering aspect of the Dallas exhibits is Volume I, which is entirely graphic. The first volume of the Dallas exhibits summarizes, in charts, graphs, maps and pictures, the detailed exhibits in the other three volumes. Each of the illustrated summaries is carefully cross-referenced to the back-up data, in one of the other volumes, on which it is based. It is believed that Dallas is the first party to an airline route case which has ever attempted a complete, graphic summary of its exhibits.

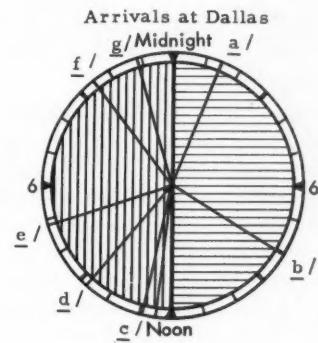
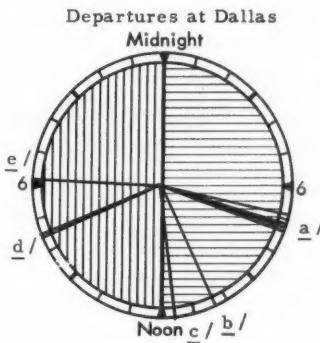
Among other trail-blazing ideas which Dallas has employed for this case are the facts developed to demonstrate Dallas' community of interest with the other cities involved. These include an analysis of Thomas' Register of American Manufacturers, listing the concerns which have company-operated facilities in one of the Texas/Louisiana metropolitan centers and other facilities in the Southeast and/or the West. This one exhibit involves an analysis of the operations of 1,102

companies. Another new method of demonstrating Dallas' community of interest is an exhibit listing the numerous civic, trade and professional organizations which serve the Southwest, the Southeast and/or the West from Dallas offices. Still another new subject in the Dallas exhibits is a listing of real estate and business operations in which Dallas men are principals/owners. In total, the exhibits are believed to be the most comprehensive economic data which any community has ever brought to a Civil Aeronautics Board proceeding.

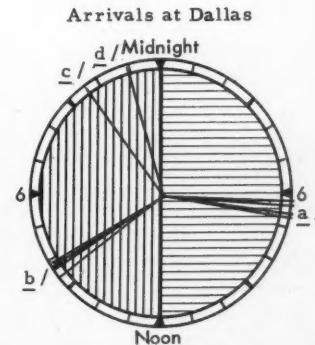
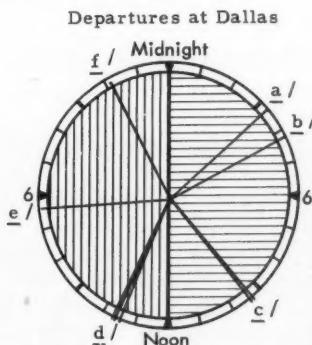
Dallas has carefully and objectively developed information on the available air traffic in the markets for which it is requesting new and improved services. In each instance, it has made objective, factual comparisons between the available traffic in each market and the actual traffic in comparable markets which are already receiving the type of air service which Dallas is requesting. By consistent application of such yardsticks, the City of Dallas and Chamber of Commerce have made certain that each of this community's requests of the Civil Aeronautics Board is a reasonable one.

The traffic forecasts which Dallas has used are developed through careful correlation of hotel registrants at Dallas and the actual air traffic between Dallas and the cities of origin for the hotel registrants. The same technique has been used by Dallas in a number of other route cases, and Dallas now has a record of successful, though highly conservative, traffic forecasting on this basis. For instance, Dallas used the same technique in 1954, when it presented traffic forecasts in the Southwest-Northeast Case for the Dallas-Chattanooga, Dallas-Pittsburgh, Dallas-Washington and Dallas-New York markets. The services which Dallas requested in that case were authorized by the Civil Aeronautics Board late in 1955, and inaugurated by the airlines in 1956. The actual traffic in 1957 exceeded, in every instance, the total traffic which Dallas had forecast with Chattanooga, Pittsburgh, Washington and New York for the year 1960. For instance, Dallas in 1954 forecast that a total of 81,000 originating-terminating air passengers would be available in the Dallas-New York market in 1960, if effectively competitive air service were authorized. Competitive service was au-

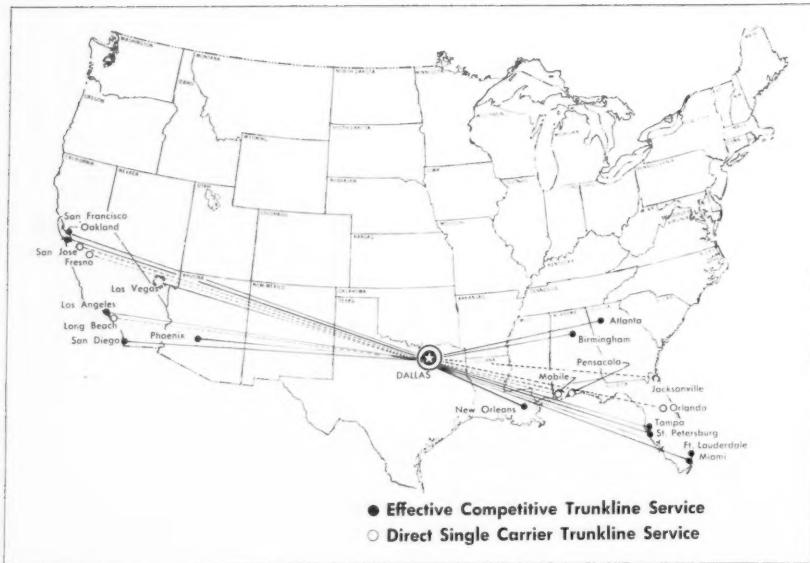
#### Dallas-Atlanta:



#### Dallas-Los Angeles:



CLOCKS above graphically show the congested pattern of arrivals and departures between Dallas-Atlanta and Dallas-Los Angeles, only two examples of inadequate single-plane service offered between Dallas and points in the Southeast and West.



**IN THE SOUTHERN Transcontinental Service Case, Dallas is seeking both effective competitive trunkline service and direct single carrier trunkline service to 17 key cities.**

thorized, and was inaugurated in 1956. The 1957 originating-terminating passengers exchanged between Dallas and New York totalled 92,082 — 11,082 more than had been forecast for 1960.

Hotel registrant data was obtained through the cooperation of Dallas hotels, which made a scientific sampling to determine points of origin for their guests for an entire year.

Numerous other Dallas businesses gave outstanding cooperation to the City and Chamber in gathering data for the Southern Transcontinental Case. Dallas banks provided information on the number of correspondent banks, by cities, throughout the country. They also counted 50,000 "foreign" checks which cleared four Dallas banks in one morning, furnishing a separate 3 x 5 card for each check to provide information on the city of origin and dollar amount of the check. The Dallas Post Office made a special survey to determine the daily average number of pieces of mail originating in Dallas destined to more than 400 cities. Southwestern Bell Telephone Co. made a survey on long-distance calls originating in Dallas. Operators of the Merchandise Mart, Homefurnishings Mart, Trade Mart and Decorative Center developed voluminous data on their tenants and exhibitors, and on retail store buyers registered at Dallas market shows. Dallas investors provided information on their properties in other cities, as an effective collateral indicator of community of interest.

"In fact, we have received magnificent cooperation on every side," said Chair-

man Nichols of the Chamber's Aviation Committee. "It's almost routine in Dallas, of course, but I imagine that in any other city such cooperation would be considered fantastic."

Indicating the scope of the case and its importance to Dallas, the following tabulation provides the basic information as to Dallas' position in the Southern Transcontinental Case:

#### The Dallas-Atlanta Market

Dallas has: monopoly direct trunkline service by Delta.

Dallas requests: effectively competitive trunkline service.

Available origin and destination traffic in 1960: 29,410 passengers, 21.7 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 67.4% of Dallas-type competitive pairs and passenger miles exceed those reported by 76.8% of such pairs.

#### The Dallas-Birmingham Market

Dallas has: monopoly direct trunkline service by Delta.

Dallas requests: effectively competitive trunkline service.

Available O & D traffic in 1960: 10,410 passengers, 6.3 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 44.2% of Dallas-type competitive pairs and passenger miles exceed those reported by 59.0% of such pairs.

#### The Dallas-Fresno Market

Dallas has: two-carrier connecting service.

Dallas requests: direct single-carrier trunkline service.

Available O & D traffic in 1960: 1,431 passengers, 2.1 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 66.9% of Dallas-type pairs whose best service was multi-stop even though better service was authorized.

#### The Dallas-Jacksonville Market

Dallas has: monopoly indirect trunkline service by Delta, with a mandatory stop.

Dallas requests: direct single-carrier trunkline service.

Available O & D traffic in 1960: 4,331 passengers, 4.4 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 73.2% of Dallas-type pairs whose best service was two-stop even though worse service was authorized.

#### The Dallas-Las Vegas Market

Dallas has: two-carrier connecting service.

Dallas requests: direct single-carrier trunkline service.

Available O & D traffic in 1960: 4,459 passengers, 5.1 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 73.2% of Dallas-type pairs whose best service was two-stop even though worse service was authorized.

#### The Dallas-Long Beach Market

Dallas has: two-carrier connecting service.

Dallas requests: direct single-carrier trunkline service.

Available O & D traffic in 1960: 4,556 passengers, 5.7 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 73.2% of Dallas-type pairs whose best service was two-stop even though worse service was authorized.

#### The Dallas-Los Angeles Market

Dallas has: monopoly direct trunkline service by American.

Dallas requests: effectively competitive trunkline service.

Available O & D traffic in 1960: 77,909 passengers, 97 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 88.4% of Dallas-type competitive pairs and passenger miles exceed those reported by 95.8% of such pairs.

#### The Dallas-Miami/Rt. Lauderdale Market

A. Dallas has: indirect trunkline service by Delta with a mandatory change of plane.

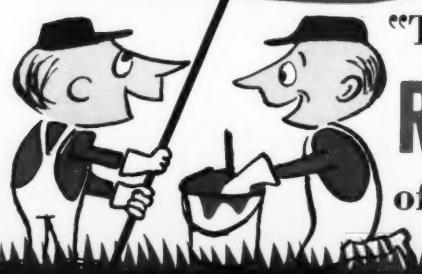
(Continued on Page 57)

"I thought we had this job for DECEMBER '59 Charlie!"

2

# BILLION

OF LIFE INSURANCE IN FORCE



"That's right, but the **GO COMPANY,**  
**REPUBLIC NATIONAL LIFE**

of Dallas, got there away ahead of time"

Here is the Record	1928	1938	1948	JUNE 1956
LIFE INSURANCE IN FORCE	\$1,005,000.00	\$30,101,508.00	\$136,402,364.00	\$1,000,000,000.00

Now More Than **\$2,000,000,000<sup>00</sup>**  
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REPUBLIC NATIONAL LIFE INSURANCE COMPANY • HOME OFFICE • DALLAS

*"The only way to  
GROW is GO*

*...and now*

*we're going for*

**THREE BILLION**

*in record time?"*

  
THEO. P. BEASLEY  
President



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A. PA  
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EDGAR  
JEROM  
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NATH  
TIMOT  
PAT H  
JACK  
WATSON  
JOHN  
'56  
EDWA  
JACK  
RALPH  
M. M.  
OLIVE  
W. C.  
R. LEO  
JAMES  
CLIFF



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DALLAS, TEXAS

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## Life Members...Men with a Mission



JOHN J. HOSPERS

One of the most outstanding organizations in Dallas is gaining strength within the framework of the Dallas Chamber of Commerce. This is the Life Members Club of the Dallas Chamber.

Membership in this organization can be gained in only one way — by earning a Life Membership in the Dallas Chamber, selling 100 Chamber memberships within 12-month period. The club itself is just a year old, and the

Chamber's first life membership was won less than 10 years ago, but already membership in the Club is considered to be one of Dallas' top honors.

Currently, there are 30 members of the Club, and Cliff Bivens will be the 31st when he is awarded his Life Membership next month.

Top membership producers in the history of the Chamber are Mr. Hospers, Mr. Crossman and James W. Layne, all of whom are active in the Life Member Club. Mr. Hospers and Mr. Layne each won Life Memberships in the Dallas Chamber in 1954, 1955, 1956, 1957 and 1958. Mr. Crossman won his first Life Membership in 1955 and has earned one each year since.

The rolls of the Life Member Club include one past president of the Dallas Chamber, Mr. Crossman; three former Lasso Club chairmen, Mr. Hospers, Mr. Ryan and W. C. Windsor, Jr., and a number of associate chairmen.

Officers for 1959 of the Life Member Club, elected his month, are John J. (Jack) Hospers, who earned Life Memberships in 1954, '55, '56, '57 and '58, president; James C. Henderson, 1957, vice president; Jim McBride, 1954, secretary, and N. W. Ryan, 1956 and '57, treasurer. Jerome K. Crossman, 1955, '56, '57 and '58, was elected Honorary Chairman of the Board.

Primary work of the new Club at the present time is on the Membership Committee itself. Almost all the 30 members are still active in Lasso Club affairs, and have proved themselves particularly helpful in working with new committeemen.

As L. T. Potter, president of the Dallas Chamber of Commerce pointed out, however, "We're expecting great things from this group." It is tentatively planned for the Life Member Club to begin undertaking certain major Chamber projects at a fairly early date. Their familiarity with the work of the Chamber, gained through selling experience and numerous contacts with the organization, will make them ideally fitted for special projects which no other group could attempt.

"No Chamber of Commerce in the world has an organization that can be compared to our Life Membership Club," Mr. Potter said. "This Club is just another aspect of the Dallas Chamber of Commerce that helps make it the world's finest chamber as well as the world's largest."

In praising the Club, Chamber President Potter also said, "We expect them to grow as more Lasso Clubbers win membership in this honored group." The growth may be particularly great in 1959, according to Club President Hospers. "There are 15 men in the Lasso Club today who have an excellent opportunity to earn their Life Membership in the Chamber and join our Life Member Club this year," he said. "We hope all of them make it, and we'd like to help them in any way we can."

Other members of the Club are Louis Charninsky, 1950 and '52; A. J. Kutner, 1953 and '54; A. Palmore Harrison, 1953; James H. Randolph, 1953; John S. Smith, 1953 and '54; Vincent L. Rohloff, 1954 and '55; Alfred C. Olney, 1954 and '55; James W. Layne, 1954, '55, '56, '57 and '58; Arthur H. Stern, 1955; Edgar J. Marston, Jr., 1955; Nathan J. Meyerson, 1956; Timothy Carroll, 1956; Pat Henry, Jr., 1956; Jack McKenzie II, 1956; Watson A. Tillman, 1956; John C. Wantland, 1956, '57 and '58; Edward N. Souza, 1956; Jack L. Curtis, 1956; Ralph Breum, 1957; M. M. Brohard, Jr., 1957; Oliver F. Erickson, 1958; W. C. Windsor, Jr., 1958; R. Leon Marshall, 1958; James E. Gibson, 1958.



JEROME K. CROSSMAN



JAMES W. LAYNE

DEVELOPER Gerri Von Frelick, left, discusses details of Big Town with officials of one of its new tenants, a Wrigley supermarket.



# BIG TOWN

**FROM COTTON PATCH  
TO CITY OF SHOPS**



BIG TOWN, the giant 600,000 square foot shopping center has the double distinction of being the Southwest's largest such center and the largest to open all at one time.

From farm land to mammoth shopping center in just two years. This is the remarkable story of Big Town, and it presents powerful proof of the tremendous growth of all Dallas.

Located at the intersection of U. S. Highways 67 and 80, in the midst of Dallas' most rapidly expanding residential areas, it represents one of the Southwest's largest shopping centers and certainly the largest ever to open all at one time.

It was only logical that Dallas was to

get Big Town—the largest City of Shops under one roof in the entire Southwest. City of Shops is the designation given Big Town by its creator, Gerri Von Frelick, a pioneer in regional shopping centers.

Occupying 77½ acres of land, Big Town lives up to its name in a big way. Fair weather or foul, visitors shop along air-conditioned malls. They may have their choices in nearly 40 shops covering 600,000 square feet. There's parking space for 7,000 cars.

The husband who doesn't want to tag along with his wife into every store, can relax in front of TV sets. Merchandise kiosks along the malls dispense soft drinks and popcorn in elaborate vending stands.

Why did Mr. Von Frelick select Dallas for his "dream child?"

Mr. Von Frelick, an architect and contractor, in the early 1950's did an analysis of population dispersal. He came to the conclusion that ultimately the public would prefer to shop in centers where

there was both a diversification and depth of merchandise. Such centers would attract more customers, but these would mean merchants competing with each other. He also believed the effect of weather on retail shopping could be eliminated by air-conditioning the streets or malls between stores. A long economic study led him straight to the East Dallas area where only a cotton patch stood two years ago.

"Big Town needs a population nearby of 250,000 to exist. We have that now," Mr. Von Frellick said. Further study led him to believe the area would have 400,000 people within ten years. So, at his own expense, Mr. Von Frellick has seen to it that some 10 miles of water and sewer lines have been laid and given to the community to lure residential development in the area.



**MONTGOMERY WARD** holds special training classes for new personnel. A new store to Dallas, the company will employ between 300 and 500, only nine of whom were brought in from outside Dallas.

The gigantic regional shopping center has brought the first Montgomery Ward to Dallas. Also included are Sanger's, a Wrigley supermarket, Lerner's, G. R. Kinney Corporation, Volk's, Margo's, Butler's Shoe Store, Zip 60-Minit Cleaners, Hicks Barber Shop, National Shirt Shop, Bond's, Zinke's, Andes Candies, Owen's Shoes, Pittsburgh Plate Glass, Olan Mills Studio, Rexall Drug, Woolworth Variety Store, Woolworth Cafeteria, Western Auto, Gulf and Humble Service Stations,



**BIG TOWN'S** airconditioned streets cover 45,598 square feet. They are 50 feet wide.

Cabell's Minit Market, Zale's Jewelry Company, Lee Optical, Dallas East Publishing Company, Toy Villa, Mode O'Day Frock Shop, Planter's Peanuts, J. C. Penney, Big Town Key Shop, The Card Bar, Chicken Kitchen, Paris Hat Shop, Snack Shack (which will handle concessions in the kiosks), and Big Town Lollipop Park, which Von Frellick has described as a "miniature Disneyland." For the women, there's Bett's Beauty Salon.



**SANGERS**, a complete new branch, is one of the two largest Big Town tenants.

Big Town is the big brother of Denver's Lakeside Center which Mr. Von Frellick built with the laughter of scoffers in his ears. During the first twelve months of its operation sales amounted to \$24,000,000. The second year they increased to \$31,000,000.



**SPACIOUSNESS** is the keynote to the new Woolworth Variety Store in Big Town.

Subsequently his idea of air-conditioned streets was adopted in big centers at Minneapolis and Baltimore and is now being studied by many metropolitan centers as a solution to shopping problems. Big Town is the fourth such center, and Mr. Von Frellick created two of the four. The multi-million dollar Big Town is his largest.

Already he expects to add within three years a 200-room hotel, a professional building, a bowling alley and other recreational facilities, and an additional 300,000 square feet of retail stores.

He also has under construction a center in Amarillo and is considering one for Houston.



**MOVING IN**, new Montgomery Ward employees arrange display tables.

He wants Big Town to be the center of cultural and entertainment life in East Dallas. A civic auditorium will be available for group meetings. The air-conditioned streets will be made available at nights for women's groups, scout groups and others. There'll be teen-age dances and western variety shows held there. Fashion shows will be offered regularly. Mr. Von Frellick could hardly deny he is also a salesman.

He convinced the F. W. Woolworth people in New York to go into the cafeteria business at Big Town, as well as bringing a variety store to the center.

"It was only logical," he says. "Everything has to be perfect. I had always been impressed with the quality of food at the Woolworth lunch counters. So why not a separate cafeteria?" Why not? It is now one of the Big Town places of business.

The center employs 1500 persons, Montgomery Ward and Sanger's accounting for about 600. Elaborate training classes for Ward's employees went on for weeks before the opening. Each employee received 16 hours of training under the direction of Roy Smith, Ward's Regional Training Director.

It has also meant jobs for many in the



**TYPICAL** of the modern emphasis at Big Town is the colorful, open escalator and stair at Sanger Brothers.

two years prior to its opening. Contractor for the project was T. C. Bateson Construction Company of Dallas, architects were Tatum and Quade of Dallas and mechanical engineers were Blum and Guerrero of Dallas.

# Dallas' Year-End Report Points Up Impressive Economic Gains

## Indexes Reach All-Time Highs

**In spite of nation-wide gloom last Spring and wide-spread talk of recession, Dallas came through 1958 with record highs in most business categories.**

**In 26 categories Dallas registered gains during 1958 over 1957. In nine, gains were over ten per cent; three showed advances**

**from 32 to over 55 per cent over last year.**

**This summary of the annual year-end report prepared by the Research Department of the Dallas Chamber of Commerce, confirms a forecast made earlier in the summer: for Dallas 1958 was, indeed, "a gold-plated recession."**

Dallas business reached all-time highs in most categories in 1958. Of the 31 major economic indexes which are used to measure business activity in Dallas, 26 registered gains during 1958 over 1957. Most significant gains were in the fields of construction and finance.

These facts are contained in the annual year-end report of the Dallas Chamber of Commerce on Dallas business, which includes a full report on Dallas business during 1958, with detailed developments for the last six months.

Building contract awards in Dallas County reached an all-time high of \$255,090,000 during 1958, an increase of almost \$62 million or 55% from 1957, and above the previous record year of 1955. Contract awards for residential construction totaled \$147,476,000, up over \$48 million or 48.5% from 1957, while awards for non-residential construction totaled \$107,614,000, up over \$13.5 million or 14.5% from 1957.

Bank deposits were 18.4%, or almost \$400 million, over 1957, while savings and loan deposits showed an increase of over \$30 million, or 15%. Bank resources were up 17%, or almost \$400 million over 1957.

Significant increases were also noted in consumption of electricity, up 10.9%; postal receipts, up 10.9%; dollar value building permits, up 9.4%; number of air express shipments received, 8.2%; consumption of natural gas, up 7.3%, and annual payroll, up 7.2%.

Small declines were indicated in factory employment, 3.4%; factory payroll, 0.7%; and in new trucks registered, 3.8%. The largest decrease was in new passenger automobiles registered, which declined 29.4% in following the national trend, according to the report.

In discussing the total employment increase in Dallas County during 1958, from 353,540 to an all-time high of 357,680, the report notes, "The total employment increase was made in the face of a factory employment loss of 3,020 workers, primarily in the aircraft and automobile production industries."

Non-manufacturing employment increased by 7,160 workers in 1958 with substantial gains in construction, 3,835 workers; retail trade, 1,830; school and other professional service industries, 1,020, and government, 745.

Total estimated annual non-farm worker payroll in the County

rose to a record \$1,502,359,000 during 1958, a gain of over \$100 million over 1957 figures.

The dollar volume of building permits issued in the City and Park Cities increased from \$140,056,064 to \$153,201,979 during the year. In 1958, the City of Dallas ranked sixth in the nation in dollar volume of building permits, behind only New York, Los Angeles, Chicago, Houston and San Diego.

Seventy-four new manufacturing firms were reported as opening Dallas operations during 1958, and a number of others announced plans to open here in 1959. Among these new manufacturers are Superior Foods, Cleveland Container Company, Peter Hand Foundation, Mathes Manufacturing Company, Sunrise Mining Company and Central Tool & Engineering Company.

Significant expansions of firms already located in Dallas were noted for Foremost Dairies, Texas Aluminum Company, Southwest Paper Company, Geotechnical Corporation, Chance Vought Aircraft, National Banner Company, DuBoise Company, Rowe Machinery & Manufacturing Company and a number of others.

In the field of wholesale trade, significant new operations for Dallas were reported by Rheem Manufacturing Company, Packard-Bell Distributing Corporation, Prenc Products, Westrac Company, Union Special Machine Company, Code Manufacturing Corporation, Quality Park Envelope Company, Suwanee Carpets, Clark Equipment Company, Shipman Ward of Texas, Weather Products, Inc., Faultless Caster Corporation, A. B. Chance Company, Copease Corporation, and Lancer Pools Corporation.

Discussing expressways and highways, the report stated that a total of \$100,190,000 in Dallas County highway construction was either underway at the end of 1958 or was definitely programmed to start in 1959 or 1960. Approximately \$37 million of the total construction was already underway.

In reporting activities in the category of finance, the report noted the opening of Dallas' 23rd and 24th banks, East Dallas Bank & Trust and Park Cities Bank & Trust, and the chartering of Dallas' 25th bank, Northwest National Bank of Dallas. Eight banks were reported increasing their capital and surplus during the last six months of 1958.

	1958	1957	Percent Change
New Business concerns — Total . . . . .	1,253	1,210	3.6
Manufacturers . . . . .	74	74	0.0
Employment — Total (Dec.)* . . . . .	357,680	353,540	1.2
Manufacturing Employment* . . . . .	82,205	88,225	—3.4
Annual Payroll — Total* (add 000's) . . . . .	\$ 1,502,359	\$ 1,401,836	7.2
Manufacturing * (add 000's) . . . . .	\$ 421,641	\$ 424,800	—0.7
Bank Clearings (add 000's) . . . . .	\$ 24,685,541	\$ 23,675,716	4.3
Bank Debits (add 000's) . . . . .	\$ 27,973,942	\$ 27,016,545	3.5
Bank Deposits (Dec. 31) (add 000's) . . . . .	\$ 2,473,144	\$ 2,089,323	18.4
Bank Resources (Dec. 31) (add 000's) . . . . .	\$ 2,750,030	\$ 2,350,530	17.0
Savings & Loan Association Deposits (Dec. 31) . . . . .	\$254,471,968	\$221,332,703	15.0
Construction Building Contract Awards* — Total . . . . .	\$255,090,000	\$193,291,000 <sup>1</sup>	32.0
Residential Building* . . . . .	\$147,746,000	\$ 99,299,000 <sup>1</sup>	48.5
Non-Residential Building* . . . . .	\$107,614,000	\$ 93,992,000	14.5
Dwelling Units Authorized by Building Permits* . . . . .	13,506	8,701	55.2
Dollar Value Building Permits . . . . .	\$153,201,979	\$140,056,064	9.4
Postal Receipts . . . . .	\$ 23,875,839	\$ 21,536,185	10.9
Air Mail Originated (lbs.) . . . . .	1,735,150	1,673,508	3.7
Consumption of Electricity (KWH) — Total . . . . .	2,601,218,354	2,346,103,116	10.9
Industrial . . . . .	577,145,987	526,729,033	9.6
Consumption of Natural Gas (cu-ft) — Total . . . . .	73,410,767	68,391,045	7.3
Industrial . . . . .	50,464,556	46,948,415	7.5
No. of Electric Meters (Dec. 31) . . . . .	216,706	210,040	3.2
No. of Water Meters (Dec. 31) . . . . .	199,129	191,511	4.0
No. of Gas Meters (Dec. 31) . . . . .	209,264	203,675	2.7
No. of Telephones (Dec. 31)* . . . . .	389,456	367,706	5.9
New Passenger Cars Registered* . . . . .	30,827	43,675	—29.4
New Trucks Registered* . . . . .	5,092	5,292	—3.8
No. of Air Express Shipments			
Received . . . . .	93,180	86,116	8.2
Dispatched . . . . .	59,983	56,436	6.3
Railway Cars Unloaded . . . . .	124,963	124,649	0.3

\*Includes all of Dallas County. Other data except No. of telephones cover the City of Dallas and its four "island cities" — Highland Park, University Park, Cockrell Hill and Fruitdale. Number of telephones includes Duncanville, Farmers Branch, Grand Prairie, Hutchins, Mesquite and Richardson in addition to Dallas and four "island cities."

1/ Revised

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## TRANSPORTATION

### The Tortuous Process of Rate Making

**A complaint frequently heard from business executives, accustomed to prompt decisions and a certain amount of pricing flexibility in their day-to-day transactions, concerns the delay encountered in endeavoring to negotiate a change in freight rates on their shipments. The object of this article by Kenneth Tubbs, Manager Transportation and Highway Departments, is to promote an understanding, if not an appreciation, of the steps involved in adjusting a freight rate.**

The freight rate structure of the nation's common carriers, railroads, truck lines, barges, has been called — not without good cause — the world's most complicated pricing system. Its nearest rival is probably that of the internal revenue service.

While the exacting regulation to which all common carriers are subjected by federal and state commissions unquestionably contributes to this complexity, it is not, as is commonly believed in many quarters, the sole reason for it. A popular misconception is that all rates must be prescribed, or at least approved, by the Interstate Commerce Commission. It is true that rates must be *filed* with the I.C.C. ordinarily 30 days prior to their effective date. The commission may, if circumstances warrant, prevent those rates from taking effect. This is done, however, with only a small percentage of the thousands of rates filed with it each year. The Commission has said on many occasions that a disinclination on its part to suspend the effectiveness of a rate filed with it in no way constitutes approval of that rate.

The Commission may (but is not obligated to) prescribe a minimum rate or a maximum rate, and it frequently does one or the other. It seldom does both at the same time, although it is clothed with this authority. Therefore if only *minimum* rates are directed the carriers are free to

make changes in their rates above the floor prescribed; if only *maximum* rates are ordered they may make adjustments as long as rates remain below the ceiling imposed.

Certain other statutory standards must be met. Theoretically, at least, a rate must be reasonable and non-discriminatory, for example. These standards are not ordinarily tested unless someone — either a shipper or a competing carrier — complains of the rate to the I.C.C.

The fact is that the majority of changes in freight rates come about through the voluntary efforts of the common carriers, in response to requests from the shipping public or as a result of proposals initiated by the carriers themselves, rather than in conformity with some regulatory order. In relation to the total rates which they publish, the percentage of Commission-fixed rates applying for the motor carrier industry is so minor as to be of little significance.

Most rate adjustments are effected through rate bureaus, of which there are dozens for all types of public transportation agencies throughout the country. These carrier associations have been in existence for many years, although they were not formally legalized until passage of the Reed-Bulwinkle Act of 1948. The accompanying illustration outlines major rail rate bureau territories. Each bureau has charge of rate-making for a certain area — with some overlapping — and operates under its own set of I.C.C.-approved rules of procedure. While these rules are subject to certain legal standards, fundamentally they are carrier-promulgated. To some extent the rules may be said to vary in complexity in proportion to the size of the territory under the jurisdiction of the respective bureaus. The procedure outlined here is believed to be typical of major bureaus.

A proposal for a change in rates may be initiated by either a carrier or a shipper. The subject is then placed on the appropriate bureau "docket," a list of rate requests submitted for its consideration. Under some procedures the proposal may automatically be approved unless objected to within a specified time. This type of approval seldom occurs, since one objection will suffice to prevent it, and it is cus-



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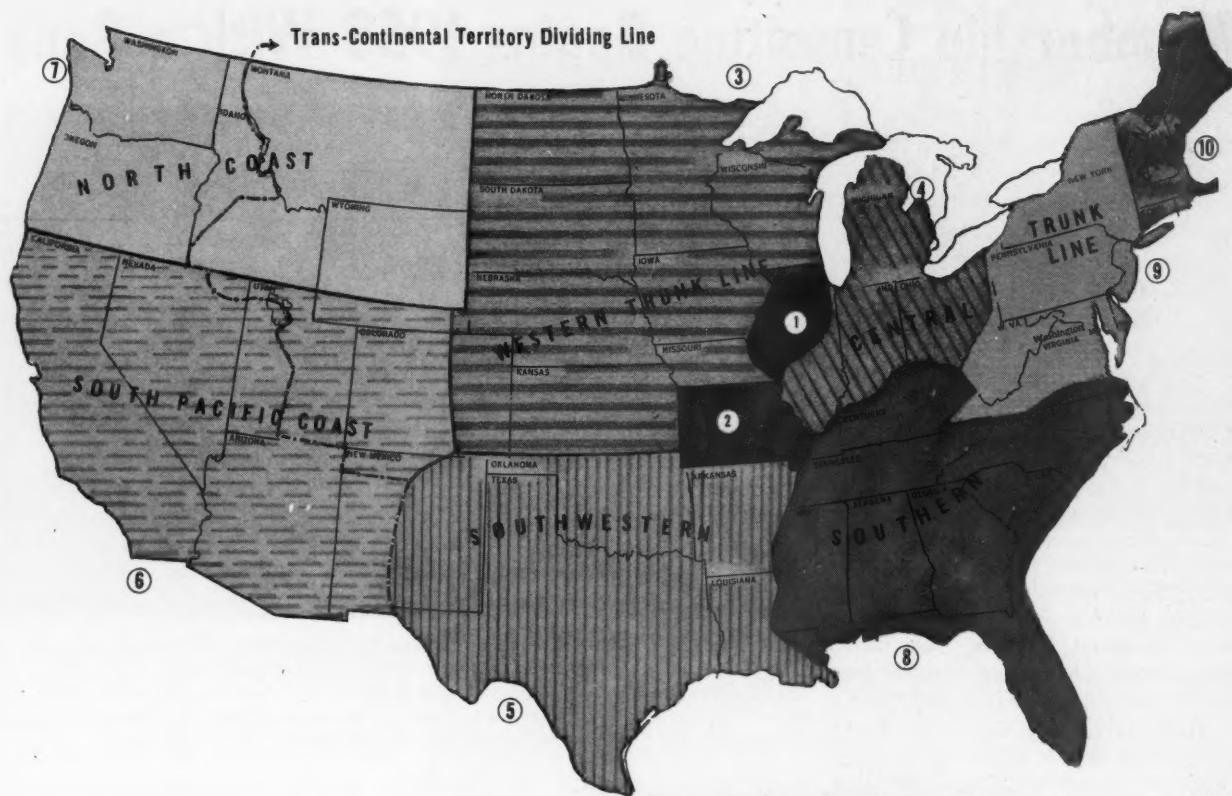
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### Major Railroad Rate Territories of The United States

MAJOR RAIL RATE bureau territories across the U. S. are shown above.

tomy for bureau members to register objections if for no other reason than to gain more time to study the proposed change.

The matter is then referred to a small group of bureau-employed traffic experts known as the "standing rate committee." This committee makes a study of the subject and submits its recommended disposition to another group, the general traffic committee. The study may take anywhere from a few days to several months. The general traffic committee, comprised of carrier member traffic officials, may adopt either the recommendations of the standing rate committee or a different decision of its own. Parties interested in any proposed rate adjustment may arrange for a public hearing before the general traffic committee for the purpose of presenting facts and arguments either in support or opposition.

When the general traffic committee has made its decision, still further appeal may be had to another group known as the executive committee, the membership of which, as its name applies, consists of traffic executives of the member carriers.

In the particular rate bureau we have in mind in this article, this committee meets only once each two months. Again, public hearing may be arranged if desired, at which the proponents and opponents of the proposed change in rates rehash everything they have previously presented in connection with the subject by way of correspondence to the carrier members and through presentations at the public hearing before the general traffic committee. When the executive committee has considered the matter and made its decision, the bureau's tariff publishing agent is then instructed to file or publish the approved change with the Interstate Commerce Commission and the tariffs are posted in the carriers' stations. Bearing in mind that changes in rates ordinarily must be published at least 30 days before their effective date, and that if the adjustment is widespread and complex a monumental amount of clerical work may be involved in computing distances, routes, rates, etc., the elapsed time between approval by the carriers and actual realization of the change is sometimes surprisingly long. It can readily be seen that

under what may be termed normal procedures several months may be required to process a subject from first request to effective date.

The foregoing assumes a situation where the rate revision is wholly within the jurisdiction of one rate bureau. If it reaches another rate territory, it may become necessary to repeat the whole process again—in fact, as many times as there are separate rate territories involved. For this reason, it is not unusual for a widespread rate change proposal to remain on the bureaus' dockets for more than a year, and in one instance that can be cited where some reductions in carload rates were recently published, the matter was before the carriers for approximately five years. In the case referred to, all rate territories east of the Rocky Mountains were affected.

In the interest of accuracy, it must be said that the procedures of some rate-making bureaus are less complicated and time-consuming than those outlined herein. The example reported here was selected because it is representative of the operations of major bureaus.

# Membership Committee Begins 1959 With a Bang

The 1959 Membership Committee "kicked off" by sponsoring a record-breaking 142 memberships during January. This was the highest membership acquisition ever achieved by the committee during the first month of any year.

Under the leadership of Chairman Marvin L. Davison of Southwestern Bell Telephone Company and the Associate Chairmen, James W. Layne (Quintuple Life Member) and John S. Smith of Texas Employment Commission, the executive council held its meeting early in January and set 1,959 memberships in 1959 as their goal. At the executive meeting five vice-chairmen were re-appointed. These are: Carol Neaves, Lone Star Gas Company; Oliver Erickson, Mechanical Contractors Association; Leon Marshall, Texcrete Structural Products; Jack Wantland, Texas Employment Commission; and Pat Chandler, Mc-Ax Corporation.

District Clerk Bill Shaw, Cliff Bivens of the King-Merritt Company, and Carl Read of Burgess-Manning Corporation were announced as the three new vice-chairmen. It is also announced that Jack Hospers, Chance-Vought Aircraft, will again represent the Committee-at-Large on the executive council.

Twenty-five new committeemen were appointed and the majority of these have received their orientation training and have been assigned to one of the eight sections comprising the committee.

In January, one of the new vice-chairmen, Cliff Bivens, sponsored his one-hundredth membership (during the past



1959 EXECUTIVE COUNCIL for the Membership Committee — left to right clockwise; John J. Hospers, elected representative of the Committee-At-Large; Vice-Chairmen, John C. Wantland, R. Leon Marshall, Cliff Bivens, B. V. Chandler; Associate Chairman, John S. Smith; Chairman, Marvin L. Davison; Associate Chairman, James W. Layne; Vice-Chairmen, Carol Neaves, Carl Read, Jr., Bill Shaw, Oliver F. Erickson.

twelve consecutive months) and became eligible for his Life Membership award which will be presented to him at the committee's luncheon meeting on March 11.

## Professional

LEO A. ACHTSCHIN ASSOCIATES, 505 North Ervay; Leo Achtschin (Bill Conklin)

MELVIN LAND, D.D.S., 2623 Abrams (Bill Shaw)

HELEN M. VIGLINI, ATTY., 1125 Davis Bldg. (Jim Gibson)

BRANS, REPPETO & BERRYMAN, 519 Merc. Bank Bldg.; Neil Brans (Ernest Tutt)

ANDY BUTYNES ADVERTISING, 1209 Texas Bank Bldg.; Andy Butynes (Jack Wantland)

NATIONAL DECORATORS, INC., 939 North Laredo, San Antonio, Texas; Emil Robin (Dick Ingram)

WALTER H. PATTON, M.D., 6003 Victor (Wm. M. Branch, M.D.)

C. LEYTON WILLIS & ASSOC., 610 Rep. Natl. Bank Bldg.; C. Leyton Willis (Henry Hoffman)



LAST "TOP HAND" awards for 1958 were presented to (L to R): Clifford Wheeler, Seven-Eleven Stores; Jerome K. Crossman, Ryan Consolidated Petroleum; and Dick Ingram, Dallas



Chamber of Commerce. Above, right, Co-Chairman W. C. Windsor, Jr. (left) receives plaque for outstanding service on the 1958 Membership Committee.

## Membership

JAMES B. WILSON, D.D.S., 4201 Lemmon Avenue (Vincent Rohloff)

### Insurance

AUTOMOBILE MUTUAL INS. CO., Adolphus Tower; Edward J. Davidson (Jack Wantland)

JOHN P. WALKER, JR., AND ASSOCIATES, 1114 Insuromedic Bldg.; John P. Walker, Jr. (Jack Wantland)

WILLIAM E. WALKER, 1004 Southland Life Bldg. (Jack Curtis)

FLOYD INS. AGENCY, 728 Meadows Bldg.; L. B. Floyd (E. T. Peterson)

### Retail

ANDES CANDIES SHOP, 1811 Elm St.; Leo Keiles (Joe Glickman)

RENE BRANCUSI CO., INC., 335 Cole; Carmen Campbell (N. W. Ryan)

FOAM & FABRIC, 2602 Swiss; Billy Joe McMichael (James C. Henderson, Jr.)

LORENE ALLISON ASSOCIATES, 6119 Berkshire Lane; Loren Allison (Joe Murray)

ATLAS MACHINERY CO., 350 S. Industrial; Jack Williamson (Tom Owens)

### Contracting

BEECHER CO., INC., 312 W. Davis; David B. Hahn (Jim Gibson)

WILLIS L. LEA & CO., 1409 Pocahontas; A. M. Patterson (C. O. Johnson)

RICHARDSON HEIGHTS, INC., P.O. Box 277, Richardson, Texas; James L. Embrey (John Mitchell)

MARKHAM & BROWN CO., 1961 No. Industrial Blvd.; Charles J. Connor (Joe Glickman)

GLEN W. FAWCETT, INC., 211 No. Ervay; Miss Madelon I. Mosier (Dick Ingram)



JAMES E. GIBSON (right), the 29th Life Member of the Dallas Chamber, receives his plaque from Erik Jonsson. In the center, joining in congratulations, is Eugene DeKieffer, of Mutual of New York, who is an associate of Gibson's.



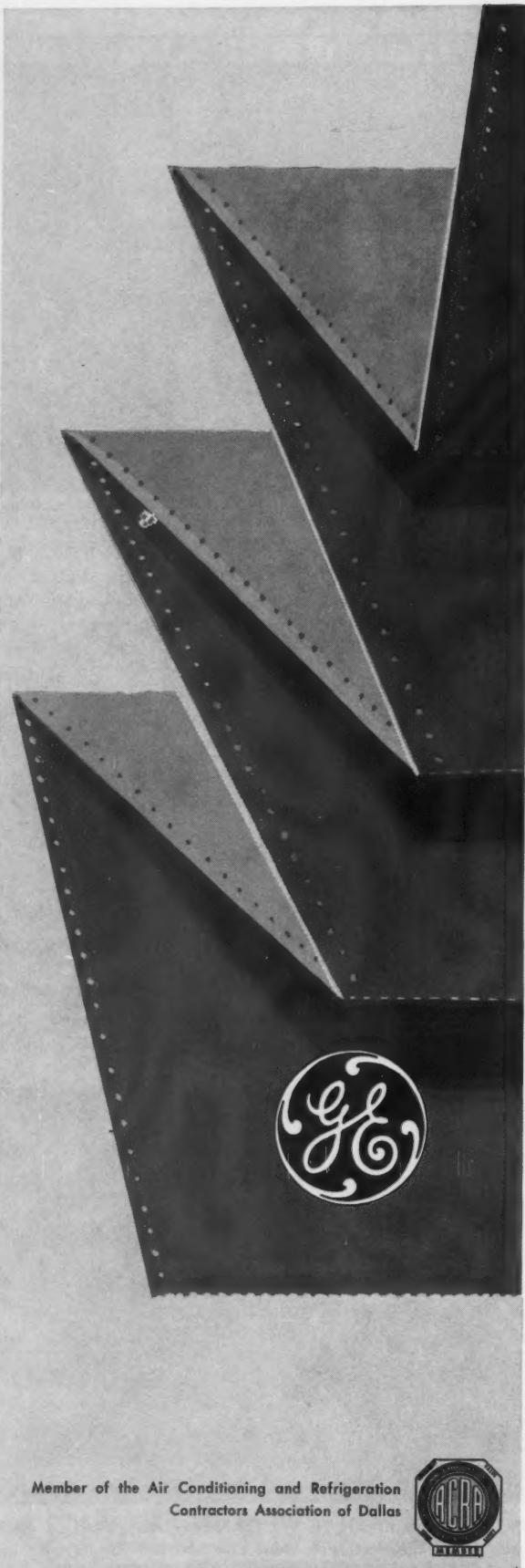
NEW MEMBER guests at the 1958 Awards Luncheon receive autographs from one of Dallas' newest citizens and new Chamber Member Mickey Mantle who will open Mickey Mantle's Bowling Alley in Exchange Park.



CHAIRMAN MARVIN L. DAVISON congratulates first Top Hand Awardees of 1959; left to right — James E. Gibson, Mutual of New York, and Cliff Bivens, Southern Brokerage Co.



1958 CO-CHAIRMAN N. W. RYAN receives award of merit from 1958 Chamber President Erik Jonsson for leading his committee to an all-time record of 2,958 members.



MOORE BUSINESS FORMS, INC.  
1625 UNION ST. • DALLAS 7, TEXAS • Phone 81-1957

January 6, 1959

Mr. Lamar Griffin  
Texas Distributors, Inc.  
3914 Live Oak  
Dallas, Texas

Dear Mr. Griffin:

Early last summer we completed the new addition to our Dallas Sales Office, and this new section of our building is air-conditioned and heated by a General Electric unit.

I would like to give your organization credit for doing a first-class job in making this installation and servicing the equipment.

We are very pleased with our new G. E. Equipment and we thank you sincerely for your splendid cooperation and service.

Cordially yours,

MOORE BUSINESS FORMS, INC.

*Walter S. Burns*  
W. S. Burns  
District Manager

Moore Business Forms, Inc. cuts red tape and high costs for thousands of companies. When they selected air conditioning, naturally it was high quality, low upkeep General Electric ... and the finest in engineering and service ... TEXAS DISTRIBUTORS. We'd be happy to make a survey of your requirements, at no obligation.

**TEXAS  
DISTRIBUTORS, INC.**

3914 LIVE OAK STREET DALLAS, TEXAS

Taylor 3-2194

DALLAS • TYLER • WACO • LONGVIEW • WICHITA FALLS

## Membership

### Committeeman Of the Month



CLIFF BIVENS

Cliff Bivens is a newcomer to the Membership Committee, and like all the other members who say "isn't it good to live in Dallas," he tries to show this appreciation by actively working for the Dallas Chamber of Commerce.

Licensed with the National Association of Security Dealers, he is a salesman for mutual funds and special situation stocks with Southern Brokerage Company. Serving on the Board of Stewards of Kessler Park Methodist Church, he is also active in the Sunday School there. He is an Elk, a Mason, and a member of the honor society of the American Legion. He and his wife, Jean, live at 4505 Abbott.

Before coming to Dallas in 1953, Cliff was with the Tennessee Valley Authority and Juvenile Court of Knoxville, Tennessee.

As a witness to the astonishing growth of our country he firmly believes in the future growth of America, the Great Southwest, and Dallas in particular. Cliff sponsored 20 members during January, which made him Committeeman-of-the-Month.

#### Printing and Publishing

GATTEYS-EVANS PRINTING INC., 3106 Commerce; Paul M. Evans (Bill Conklin)

DEWITT CONKLIN ORGANIZATION, 1622 Kirby Bldg.; John Eck (Jim Layne)

HORTON PRINTING CO., 108 North Harwood; A. B. Horton (Ray Wilmarth)

SOUTHERN POSTER & PRINTING

You need more UPS and DOWNS  
in your business . . .



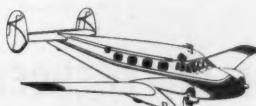
1959 TWIN BONANZA



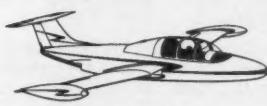
Beechcraft Bonanza



Beechcraft Travel Air



Beechcraft Super 18



Beechcraft MS 760 Jet

Get UP in a  
Beechcraft and  
DOWN at your  
destination  
ahead of  
competition . . .

*Get sales UP and  
non-productive  
travel time DOWN!*

Call for Demonstration

Sales • Service • Charter • Leasing • Financing

**J. R. GRAY COMPANY**  
*Beechcraft Distributor*

Love Field, Dallas — FL 7-3971 • Addison Airport, Addison — AD 9-2562

JANITOR SERVICE

WINDOW CLEANING

RESIDENCE

## ACME BUILDING MAINTENANCE CO.

1901-15 LAWS STREET

FRANK C. JONES

PHONE RI 2-7660

SAND BLASTING

STEAM CLEANING

SIDEWALK WASHING



*Distinctive Office Furniture By*

## Vance K. Miller Company

1916 Main Street

Riverside 2-9091

Complete Lines of Office Furniture and Office Supplies

# BARGAIN

# OR BONUS?

### SMART BUYERS KNOW THE DIFFERENCE!



There's no bargain in a low price quotation unless you can be sure of two things: *product reliability and a dependable source of supply!*

But a fair quotation on quality fasteners, properly packaged and supplied in first-class condition on an overnight delivery basis is "money in the bank" to you!

You can pamper the profits with no sacrifice of quality if you learn to rely on . . . **BOSCO'S BONUS BUY!**

**FOR OVERNIGHT SHIPMENTS IN THE SOUTHWEST**  
Phone RI 7-5171 Dallas, or CR 5-1011 Fort Worth.  
In Houston . . . Dial 110 and ask for Enterprise 1981



# BOSCO

BOLT • NUT • SCREW CO.  
Manufacturers & Distributors  
2215 YOUNG STREET

DALLAS 1, TEXAS

## Membership



LIFE MEMBER Ralph Breum receives "Most Valuable Committeeman" award from 1958 Chamber President Erik Jonsson.

CO., 1803 Forest Ave.; Hank Sanchez (Jack Gidcumb)

## Individual and Service Organization

M. E. SHAW, 5323 Tex Oak St. (C. O. Johnson)

CENTRAL MEDICAL LABORATORY, 123 Wynnewood Prof. Bldg.; Sam Kelly (Jim Gibson)

WORMSER HAT STORES, INC., 1504 Main St.; H. E. Wilkerson (Bill Conklin and Jim Gibson)

LOUIS BUCKSPAN, FURS, 702 Praetorian Bldg.; Louis Buckspan (Ernest Tutt)

CENTURY GLASS & MIRROR CO., 1417 No. Washington; Jack H. Haley (John Smith)

## Retail

A-2 LIQUOR STORE, 2113 Abrams; James E. Cole (Jack Wantland)

DWIGHT JONES USED CARS, 4101 Second Avenue; Dwight Jones (Bill Jones)

LIBRAL LOAN SERVICE, 216 South Ervay; Fred Lloyd (Jim Gibson)

DALLAS GLASS & MIRROR CO., 2505 East 11th St.; Douglas Blatney (Leon Marshall)

BAERWALD & WEIL JEWELERS, 6th Fl., Wilson Bldg.; Marcus Baerwald (Jack Curtis)



## Membership



VC JOHN C. WANTLAND holds his "Top Hand of the Year" trophy. Standing is R. L. Percival with the No. 2 "President Jonsson Trophy" which was presented to Wantland for the work of his Section #7.

JOYCE FLORIST, 1918 West Jefferson; Bobby W. Joyce (Vince Rohloff)

LONE STAR LIQUOR STORE, 1008 Hall St.; J. R. Ray (Cliff Bivens)

PAINT & LACQUER SERVICE, 7330 Second Avenue; Elmer Hairgrove (Jim Gibson)

REPUBLIC STEEL-TRUSCON DIV., 2900 Routh; Norman Lueck (Jim Gibson)

WILEY'S SHOES, 3517 Oak Lawn; Wiley Dismukes (Joe Glickman)

BALLAS OF DALLAS, 1310 Elm St.; Isaac Ballas (Jim Gibson)

## Amusements

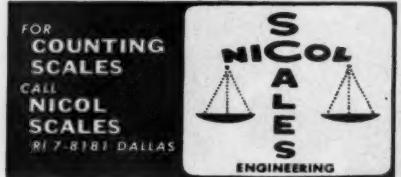
JUPITER BOWLING CO., INC., 11336 Jupiter Rd.; W. W. Wigley (Russell Thompson)

LONGHORN RANCH, 216 Corinth; Dewey Groom (Dick Ingram)

## Revaluation

(Members increasing their investment in the Dallas Chamber.)

CIRCLE CONCRETE, INC. MOTOR PARTS  
EQUITABLE LIFE DEPOT, INC.  
ASSURANCE SOC. EDDIE H. SHAHAN  
OF THE UNITED CORPORATION  
STATES SHEDD-BARTUSH  
LANPAR COMPANY FOODS, INC.



## DALLAS UNION SECURITIES CO., INC.

1001 Adolphus Tower  
1412 Main St., Dallas

### Members

New York Stock Exchange

Midwest Stock Exchange

American Stock Exchange (Associate)

YOU NAME IT!

WE'VE GOT IT!

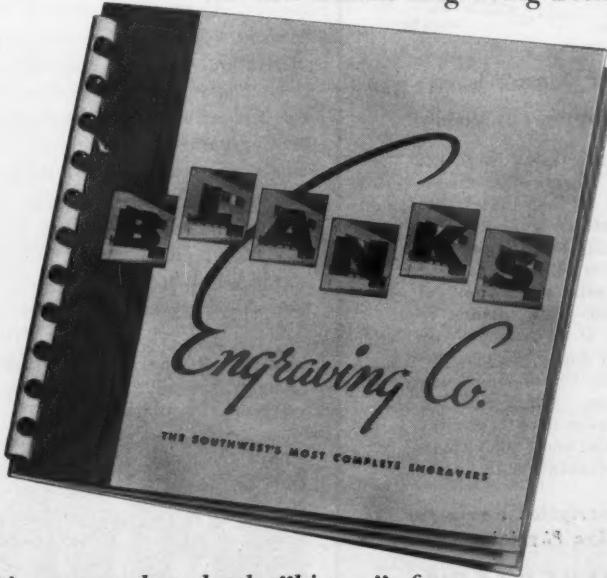
CAULKING COMPOUND  
ALUMINUM SUN SHADES—EXTERIOR  
DOORS PLASTER SAND METAL CASINGS  
SAND BLASTING MATERIALS FIRE PLACE ACCESSORIES  
FLOOR PATCHING MATERIALS  
NAILS ASPHALT TILE AND ACCESSORIES  
VINYLIZED WALL COVERING FLOOR PRIMER  
LIGHTWEIGHT LATH NAILS INSULATION ALUMINUM WINDOWS  
METAL PARTITIONS CONCRETE HYDRATED LIME HOES—Mixing  
POURED ROOF DECKS FLOOR WAX ACID—MURIATIC TIE WIRE  
PULVERIZED QUICK LIME ACOSTICAL PLASTER CONCRETE FIRE BRICK  
ACOSTICAL TILE INSERTS—CONCRETE FIRE BRICK

BLUE DIAMOND SERVICE

BLUE DIAMOND COMPANY  
Serving the Building Industry Since 1924

TELEPHONE HA 8-1331 2722 Logan Street Dallas 15, Texas

We'd like to send you a copy of  
our new Blanks Engraving Booklet



It's a somewhat sketchy "history" of our  
company. We believe you'll enjoy it.  
Just 'phone us at RIverside 1-3905

BLANKS ENGRAVING • 1315 YOUNG STREET • DALLAS, TEXAS

World's No. 1 Dictating Machine



4630 H. Hines Dallas 19 Lakeside 6-6624

FRED L. HAYNES, District Manager



**Donald isn't a  
Doubting Thomas!**



**He just doesn't have  
"Continuous Vision"**

Embarrassing incidents like this are often the result of your inability to see clearly without age-revealing head movements. If you'd like to regain the "continuous vision" of youth—clear, natural vision at all distances—see your doctor. He may prescribe Continuous Vision Lenses. Bring your prescription to us for accurate service and a complete selection of attractive frames.

**"The Prescription House for the  
Eye Physician"**

**SYLVESTER'S  
Dispensing Opticians**

Phone RI 2-6968  
301 Medical Arts Building Dallas

## ANNIVERSARIES

### Lone Star Cadillac Celebrates Anniversary Linked with 25 Years of Growth with Dallas



DISCUSSING FUTURE PLANS for Lone Star Cadillac Company are W. D. DeSanders, left, president, and N. J. DeSanders, chairman of the board and founder of the company. Lone Star celebrated its twenty-fifth anniversary last month.

las and operated the appliance store until 1934. Then, he took over the Cadillac market in Dallas.

In the next 25 years, Lone Star was to expand into the largest Cadillac dealership in the South and Southwestern states.

With only 23 employees, many of whom had to be trained personally by Mr. DeSanders, Lone Star opened its doors for business. Only two years later, the original location lacked sufficient space and the company was moved to Harwood and San Jacinto.

But the new location soon was too small for the expanding business. In 1940, Mr. DeSanders took his prospering dealership to 2300 Ross, where the company has remained for the last 18 years. It is one of the oldest of the several hundred dealerships in Dallas.

In the early 1940's, another member of the DeSanders family came into the management of Lone Star Cadillac. W. D. DeSanders, the founder's son, had barely started when World War II interrupted his

LONE STAR'S personnel files tell a story of experience, faithfulness and satisfaction. Over 100 were honored at anniversary ceremonies for long records of company service.



## Anniversaries

career. He rejoined Lone Star as general sales manager in 1945 after service as a bomber pilot overseas. He was named vice-president and general manager in 1951.

The young DeSanders left Lone Star two years later to found his own Cadillac dealership which was later praised by Cadillac officials as one of the most progressive in the nation. He sold his interest in that company in 1955 to return to Lone Star as president. His father moved from the presidency to board chairman.

W. D. DeSanders stresses customer satisfaction and extraordinary service in all his business dealings. He insists that all his employees are trained to assist Cadillac owners, before and after the purchase of a car.

This plan has produced outstanding results in the last 25 years. Today, Lone Star



A CENTURY OF AUTOMOTIVE service is represented by these four Lone Star Cadillac men. Left to right are N. J. DeSanders, chairman of the board; Edgar E. Giles, vice-president and general sales manager; Ralph Bloomer, mechanic; and Howard R. Thornton, new car wholesale manager. All have been with the company since 1934.

employs 150 men with an annual payroll of more than \$1,000,000. Company records tell a story of experience, faithfulness and satisfaction. Most of the men are Lone Star veterans—55 have more than ten years service, 40 have between five and 10 years service.

Besides its dealership in Dallas, Lone Star also serves as Cadillac distributor for 21 dealers in 30 Texas counties. The dealers range from the Texas-Oklahoma border on the north to Palestine on the south. Lone Star provides more cars in this area, averaging 1600 per year, than distributors and dealers of all other makes in the same price class combined.

In total business, the company's annual volume now exceeds \$12,000,000.

# SAM IS GROWING, TOO!

KEEPING PACE with the tremendous growth of advertising and marketing in the southwest, SAM is growing, too.

*Editorially, SAM will keep pace with the development of the southwest with articles for and about the southwest by well-known, recognized authorities in the marketing and advertising fields. All phases of the marketing and advertising field, as they apply to this area, will be covered with timely, informative articles and editorials.*

In circulation, SAM will also keep pace with the southwest. Currently, a study is under way to qualify and verify all manufacturers of "brand name" products in the southwest for addition to circulation. This simply means that your advertising message will reach all companies which are known advertisers in the southwest, either regionally or nationally.

*Because of this expanded and stepped-up program by SAM, a rate increase is obviously necessary to insure the completion of this program and the advancements which are being made. This assures you that your advertisement, placed in SAM, will reach and be read by all your prospects in the southwest.*

With the March, 1959, issue, the rates shown below will become effective. Existing contracts will be honored, of course, until expiration.

	1 time	3 times	6 times	12 times	18 page	24 page
One Page	\$200.00	\$185.00	\$165.00	\$150.00	\$140.00	\$130.00
2/3 Page	140.00	135.00	130.00	125.00	120.00	115.00
1/2 Page	140.00	135.00	130.00	125.00	120.00	115.00
1/3 Page	110.00	105.00	100.00	90.00	85.00	80.00
1/4 Page	80.00	75.00	70.00	60.00	55.00	50.00
1/6 Page	60.00	60.00	55.00	50.00	45.00	40.00
One Inch	45.00	45.00	40.00	35.00	30.00	30.00
	10.00	10.00	10.00	10.00	10.00	10.00

For information concerning advertising rates, circulation breakdown by classification or states, mechanical requirements or other material, call or write SAM at 2115 North St. Paul, Dallas 1, Texas. Riverside 1-4461.

## SOUTHWEST ADVERTISING & MARKETING

2115 N. St. Paul St.

Dallas 1, Texas

PUBLISHED BY ASSOCIATED PUBLISHERS, INC.  
DALLAS, TEXAS



MEMBER SOCIETY OF INDUSTRIAL REALTORS

## HOWELL H. WATSON

Realtor

Fidelity Union Life Building • DALLAS • Phone RI 1-1793



W. D. (Bill) Blaydes  
Dallas Agency

We proudly salute our...

## MAN OF THE YEAR

- Sold Over \$1 1/4 Million of Insurance in 1958
- President of GNL's President's Club
- Winner of Dallas Chamber of Commerce's Two 1958 Top Hand Awards

## GREAT NATIONAL LIFE Insurance Co.

HOME OFFICE: DALLAS, TEXAS

OPEN YOUR SAVINGS ACCOUNT

**GROW  
FINANCIALLY  
WITH US!**

**3 1/2%**  
Per Annum

**DALLAS FEDERAL  
SAVINGS AND LOAN ASSOCIATION**

HOME OFFICE BUILDING • ELM AND AKARD



SADDLE & SPUR, DALLAS, TEXAS

Superior design and craftsmanship are "Built-In" to every Dallas Fountain and Fixture installation. To enhance the beauty of your business or club, call

**dallas**  
FOUNTAIN and FIXTURE COMPANY

DESIGNERS — MANUFACTURERS — MODERN STORE FIXTURES

3712 Haggard Way

Stores Banks Restaurants Clubs

Fleetwood 7-6301



1712 Commerce St. • Dallas • Phone RI 1-9171

## Anniversaries

### Lorch Celebrates 50th Anniversary

During 1959 Lorch Manufacturing Company of Dallas, who for fifty years has been creating fashions for all America, will celebrate their Golden Anniversary.

August Lorch founded his business in 1909, long before Dallas was recognized as a center of fashion manufacturing. The first location was at 715 Elm Street, but this soon proved inadequate and the firm moved across the street to 712-714 Elm. In 1924 it was necessary to expand again and Lorch moved to new quarters at 909 Jackson Street, and in 1935 took over the entire four story building at the corner of Commerce and Lamar.

In the early days the firm was a wholesale-jobbing business, but it soon became a true manufacturing concern, creating its own individual fashions. In July, 1939, August Lorch, the founder, died and Lester Lorch, his son, who had been active in the business for years became president. It soon became apparent that large as the factory, offices and showrooms then being used were, they could not accommodate the ever expanding Lorch business, so a new home at 308-10 South Poydras was constructed in 1948. This Lorch-Westway building has 60,000 square feet.

One of the most unusual characteristics of Lorch is the stability of its personnel in a business known for its frequent changes. This is true in both the executive and "sewing" end. Horace Hirsh, a brother-in-law, fills the position of Secretary-Treasurer. Mrs. Magdalene L. Folz is in charge of advertising and promotion, and administers much of the purchasing. Two grandsons of the founder, A. Lorch Folz and Jay W. Lorch, have been associated with the firm in administrative positions since their release from the Service, making them the third generation in the creation of these original Southwestern fashions. Both have recently been appointed as Executive Vice-President. Leonard Lipman is vice-president in charge of merchandising. Esther Rubenstein, another member of the Lorch "top team" is vice-president in charge of the credit department.

## BUSINESS PROPERTY



this is  
*Coffee Time*  
INC.

## CONTROLLED TIMING... Assures the "OLD FASHIONED" Brewed Coffee Flavor

GOOD coffee depends on proper timing control. At COFFEE TIME, INC., every batch is scientifically timed to obtain uniform results . . . . taste-tested for rich goodness and full-bodied flavor.

CONTROLLED TIMING is just one of the many careful quality controls that make coffee by COFFEE TIME, INC. the best cup of coffee you can serve — in your office, your plant or for special events.

IT'S BREWED TO BE GOOD!



**COFFEE TIME** Incorporated  
A Complete Hot Coffee Service  
1426 N. INDUSTRIAL • RII-3855 • DALLAS, TEXAS



**Drive in for every banking**

*right from you car*

TURN TO **TEXAS BANK**



nservice  
oucar!

**T**HE day of making a major project out of a trip to the bank is gone. At least, it's gone if you bank the *Auto-ramic* way at Texas Bank.

Folks who've discovered Texas Bank's Drive-thru service pile the kids in the car — play clothes, pin curls and all — and go. Forty seconds after they pull up to one of the convenient teller "islands" they're on their way again. What could be easier!

But here's the big feature. Texas Bank's *Auto-ramic* service is complete. You can actually handle all your checking account business; make savings deposits; pay installment loans; all without leaving your car. Or, you can park *right inside the bank* and step to any department.

What about you? Have you discovered the convenience of *Auto-ramic* banking? Drive in real soon. We'd like to show you how it's done.

**40 seconds**  
and you're on your way

Every banking service is on  
the tri-level drive-thru.  
It's *Auto-ramic*!



**TEXAS BANK**

AND TRUST COMPANY  
MAIN AND LAMAR • DALLAS  
MEMBER F.D.I.C.

## Women in BUSINESS

by Jim Stephenson



Estherlee De Haes

TO QUOTE Arthur H. (Red) Motley, president of Parade Publications (as Estherlee De Haes did last week), "Nothing happens until something is sold."

Estherlee is executive secretary of the Dallas Sales Executives Club, and she's thoroughly sold on the club and its aims.

The club has 475 members. To qualify, a man must have supervision over at least five salesmen.

"We've got every title, and every field of selling represented," Estherlee said. "A great number are regional and district managers, because Dallas is a center for so many national concerns."

There also are educator members from the marketing departments of Southern Methodist University and North Texas State College.

The club's chief aim? To advance salesmanship and sales management under the free enterprise system, Estherlee explained. "Ours is an educational club," she said. "And we have some projects — one or two of them brand-new this year — that we're proud of."

This year, for example, the club is sponsoring an oratorical contest, in co-operation with 13 Dallas public schools. Subjects for student orators will include "Selling as a Career," "Why I Want To Be a Salesman," and the like.

Each of the 13 schools will produce a champ. Three finalists will orate before

the club in April. Cash prizes — \$250.00, \$125.00 and \$75.00 — will go into escrow at colleges of the students' choice.

A "White Books" campaign is another first-time project. These are books of certificates, carried by club members and their wives or secretaries. When the bearer of a White Book witnesses an outstanding selling job in, say, a department store, he or she will fill in a certificate, see that it gets to the salesperson's supervisor. The various stores will have various ways of rewarding or recognizing the sales performance.

Other projects:

Distributive Education, whereby students receive on-the-job training in retail stores.

Junior Achievement, to which the sales execs contribute \$1,200 annually, for monthly meetings, contests, etc.

Clinics for salesmen of the Lighthouse for the Blind.

An SMU internship program, through which students are hired for on-the-job training, later employed full-time. The club contributes \$1,000 a year to the school's marketing department, for marketing library additions, etc.

The annual Distinguished Salesman Awards banquet. Eric Jonsson was the top honoree on the night of January 30 this year.

W. N. McKinney is president of the

club; C. H. Shackelford and Harvey S. Meeks are vice presidents, and Mrs. De Haes is treasurer, as well as executive secretary. In the latter capacity she has a highly practiced hand in the planning and co-ordination of all club activities. Her job keeps her busy, but it has its compensations.

"Year before last I attended the national convention in Los Angeles," she smiled. "Last year it was Washington, D. C., and in May it'll be New Orleans."

From 1940 till 1956, she was secretary to the late Guy Draper, manager of the Oak Cliff Chamber of Commerce. And since he was executive secretary of the club, Estherlee actually has been conversant with its affairs for some time. A native of Cleburne, she finished high school in Headrick, Oklahoma; attended business college in Austin, then began her business career.

She and her husband, Paul, their two Cockers, Brownie and Butch, and their cat, Jerry, and nine lawn-mowing sheep reside on a 2-acre place in suburban Irving. They attend Irving First Methodist, where Paul is a steward. He is a buyer for the Irving Furniture Company. They both like bridge and golf.

But brown-eyed Estherlee, 100 pounds of energy at 5 feet 3½ inches, confides that her job really leaves little time for outside activities.



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### New and Expanding Business



### Office Building Planned for Central Expressway

Lavorn-Davison, Inc., Dallas real estate investment firm, plans to construct this 18,000-square-foot office building at 6300 North Central Expressway. The structure, to cost approximately \$475,000, is being built as an investment and will be leased. The architect is Jacob E. Anderson; the general contractor has not yet been selected. Completion is scheduled for fall occupancy.



### Dayton Rubber and American Latex Occupy New Southwest Quarters

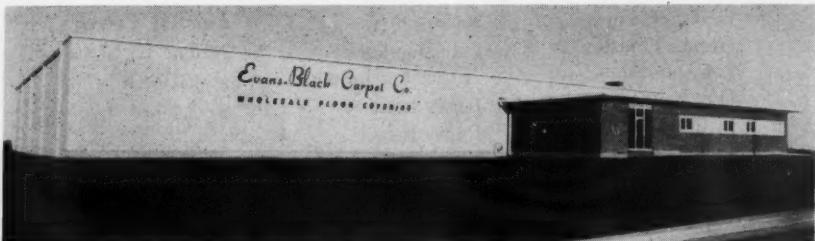
This new Southwest office and warehouse has been occupied by The Dayton Rubber Company and American Latex Products Corporation, a Dayton subsidiary of Hawthorne, California. The two firms will use the building, located at 1300 Crampton in a new development of the Trinity Industrial District, to consolidate their Texas operations. It will house five divisional offices — those of Industrial Belts, Automotive Belts, Tires, Dayton Koolfoam and American Latex Foam Products. Ben Williams is Dayton manager in Dallas and J. C. Gregory is Dallas manager for American Latex Products Corporation.



### Liberty Products Occupies Brook Hollow Facility

This 14,000-square-foot brick office and warehouse building located at 8015 Sovereign Row in Brook Hollow is the new home of Liberty Products, Inc., distributors of aluminum sliding glass doors and aluminum windows. The structure has separate front entrances to two office areas, one of which will be leased. Two freight doors open from the warehouse area on a rail spur, there are two truck loading doors, and paved, off-street parking is provided. Realtors Grady Jordan and Lyn Davis handled the real estate negotiations on the building.

## New and Expanding Business



### Carpet Company Occupies New Facility

Evans-Black Carpet Company, wholesale floor covering firm, has occupied this new 25,000-square-foot office, showroom and warehouse building in Dallas' Brook Hollow Industrial District. Located at 9020 Directors Row, the facility is served by a Rock Island spur and provides three truck-loading doors and paved, off-street parking. The office and showroom areas are air-conditioned. The building, owned by Eddie Evans and Art Black, was constructed by J. L. Williams and Company. Grady Jordan and Company, Realtors, handled the real estate negotiations.

### Republic National Life Reaches Two Billion

Just thirty-one months after reaching a billion dollars of life insurance in force Republic National Life Insurance Company of Dallas is a two billion dollar company. In June of 1956 the company announced the attainment of its first billion and optimistically looked forward to two billion by December 1959. Now, eleven months ahead of time, this goal has been reached.

According to authoritative sources only one other company in the history of the life insurance industry has moved from one billion to two billion in a similar period of time.

This remarkable achievement has been spearheaded by Theo. P. Beasley, founder and active head of the company, who was just twenty-eight years old in 1928 when he organized the little parent company which has become the two billion dollar Republic National Life.

The move to Dallas, Texas, was made in 1937 following the purchase of the Republic Life of Dallas and the merger with Mr. Beasley's company under the present name of Republic National Life. Since then the company has experienced a steady growth in the sale of life, accident and health and group insurance, and since 1947 has made unprecedented progress in the field of reinsurance.

Sizeable additions to life insurance in force thus far in January enable the company to announce that it has exceeded the two billion mark. Important gains have also been recorded in accident and sickness insurance and in group benefits. In addition the reinsurance division has had its most outstanding year since the division was organized eleven years ago.

Notwithstanding the phenomenal growth and expansion of its sales activities into forty states, the District of Columbia, Hawaii and Puerto Rico, the company will be able to add substantially to its surplus account.

\*

► IPS Advertising, a new industrial advertising agency, has opened at 1825 Levee Street in the Trinity Industrial District, Dallas. Joe E. Young is the firm's vice-president and general manager.



If you are concerned with the problem of influencing people to buy your product or service . . . if you are using direct-mail as your advertising-selling method to reach the mass market . . . if you want good work at a reasonable cost . . . then we can help you. ♀ We have full facilities, letterpress or lithography, under one roof, to handle the complete printing job. ♀ May we serve you?

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DALLAS, TEXAS

## 1959 Chamber Committees (Continued from Page 14)

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 Russell A. Thompson  
 Dick Ingram  
 W. W. Wigley  
**Section 4**  
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 Vice-Chairman  
 W. R. Conklin  
 Fred P. Davis  
 Michael A. Duzy  
 Jim Gibson  
 Robert F. Greenwald  
 M. J. Horton  
 Hugh Howard  
 Kerry Tandy  
 Royce H. Kirby  
 James Shipp  
 John F. Standley  
 Clifford Wheeler  
 Ray Wilmarth  
 Bill Jones

**Section 5**  
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 Vice-Chairman  
 H. F. Adams  
 Bob Akins  
 Jack Gidcumb  
 Wendell C. Merritt, Jr.  
 Sam C. McIntosh  
 W. E. Norris  
 Donald Ross  
 Ralph F. Sledge  
 Dawson Sterling  
 Elliott B. Wood  
**Section 6**  
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 Donald E. Blotcky  
 H. D. Carmichael  
 James L. Cauthen  
 Bill Cannon  
 Hunt Dunaway

Joe Glickman  
 Horace Houston, Jr. .  
 J. C. Hurlbut  
 Don Kerr  
 L. E. Meredith  
 Max T. Saichek  
 Ernest L. Tutt  
**Section 7**  
 Jack Wantland,  
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 Charles Barrett  
 J. A. Coffey  
 Jack Lallier  
 Orrin Miller  
 Jack Murphy  
 Frank Murray  
 Lonnie W. Mohundro, Jr.  
 R. L. Percival  
 Geo. Richie  
 Lewis Zafran

**Section 8**  
 Pat Chandler,  
 Vice-Chairman  
 James Bond  
 James Brown  
 J. M. Goodwin  
 Lamar Hunt  
 J. Erik Jonsson  
 J. T. Mayfield, Jr.  
 Harry J. McCaffrey  
 Les Millison  
 Joe Murray  
 Thomas H. Owens, Jr.  
 C. C. Patton  
 E. T. Peterson  
 Carter Minor  
 Raymond J. Hotaling, Jr.  
**Committee-at-Large**  
 Ralph Breum  
 M. M. Brohard

Timothy Carroll  
 Jerome K. Crossman  
 Jack Curtis  
 Pat Henry, Jr.  
 John J. Hospers  
 John Leedom  
 Ned Meyerson  
 John Mitchell  
 Jim McBride  
 Admiral A. C. Olney  
 Les T. Potter  
 Jim Randolph  
 Vincent L. Rohloff  
 N. W. Ryan  
 Arthur H. Stern  
 Edward Souza  
 W. C. Windsor, Jr.  
 James L. Cabaniss,  
 Secretary

### Dallas Wins First Rodeo World Series

The first Rodeo World Series has been awarded to Dallas by the National Finals Rodeo Commission of the Rodeo Cowboys Association. The five-day event will start December 26, 1959, in the new 7,000-seat Livestock Coliseum now under

construction on the State Fair Grounds.

It will serve as a giant attraction preceding the January 1 Cotton Bowl football game.

This is a significant award to Dallas since strong competing bids were made by a number of other cities.

Contenders in the rodeo will be the top

15 in each of rodeo's championship events, based on points won in the RCA's championship events in the year preceding the series. The series will have a purse of \$50,000 plus entry fees.

There will be no connection between the fair, held annually in October, and the Rodeo.



## GLOVEMANSHIP!

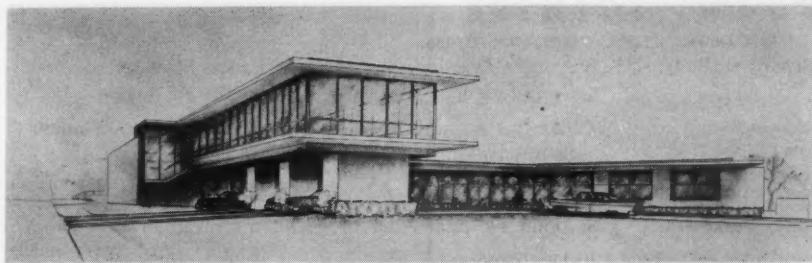
Anyone would play a pretty shaky golf game wearing a catcher's mitt. And a lot of business data does play a shaky game because it's not enclosed in the right cover. Whether it's telephone directories, policy jackets, rate catalog, bank pass book or check book covers, American Beauty will custom-make to fit your needs exactly. You'll get covers of lasting beauty . . . covers that look right . . . perform right because they are right for the job!

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## New and Expanding Business



### Wynnewood State Bank to Have New Building

This new 13,000-square-foot modern building is now under construction in Wynnewood Village for the Wynnewood State Bank. The bank proper will have a front wall of plate glass, allowing a two-way view of both the 100-foot lobby and the motor banking facilities. A community room will be provided directly above the motor banking area. R. E. Alexander, Jr., is the architect, and the contractor is Carpenter Brothers Construction Company. Completion is scheduled for this summer.



### Tung-Sol Electric and Branum Company Open New Warehouse

This new 20,000-square-foot warehouse and office building has been recently occupied by Tung-Sol Electric, Inc., and The Branum Company. Located at 2334 Havenhurst in Farmers Branch, the structure is owned by Mose Branum and was built by McFadden and Miller, Contractors. In addition to warehousing space, the facility provides 2,000 square feet of air conditioned offices. L. E. Colsen is distributor sales manager and Art Keckiesen is manager of production and planning and warehousing for Tung-Sol.

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## APPOINTMENTS AND PROMOTIONS

Name	Company	Position
Richard O. Baily	Burroughs Division, Burroughs Corporation	Assistant Manager, Southwest Region
John Bloskas	Relief and Annuity Board, Southern Baptist Convention	Supervisor, Press Relations
Muriel Bonnet	Neiman-Marcus	Buyer
James Borkowski	St. Paul Hospital	Administrative Assistant
John Bricker	Pi-Do Corporation	Vice-President and Director
Robert B. Brown	Fox & Jacobs Construction Co.	Controller
Glenn O. Cook	Wayne Cook Associates	Director
Wayne Cox	Goodyear Tire & Rubber Co.	Supervisor, Sales Training
W. A. Doggett	Fort Worth and Denver Railway	City Freight and Passenger Agent
John H. Edwards Jr.	Temco Aircraft Corporation	Chief Accountant
Robert O. Fagg	Braniff Airways	Director, Labor Relations
George A. Field	Retail Rentals, Inc.	Executive Vice-President
Frank Fountain	Facade, Inc.	Vice-President
Roy L. Furnish	Trinity Steel Company	Sales Engineer
Irwin L. Goldman	Industrial Printing & Advertising Co.	Sales Manager
Charles P. Haber	Lord Manufacturing Co.	Manager, Field Engineering Office
George Herbst	Wayne Cook Associates	Director
William K. Horn	H. J. Gray and Associates	Methods Analyst
R. L. Hunt	Facade, Inc.	General Sales Manager
Donald H. Kimball	Industrial Printing & Advertising Co.	Art Director
Albert E. Krutilek, Jr.	Wayne Cook Associates	Director
Walter N. Kuntz, Jr.	Southwestern Drug Corp.	Member, Finance and Profit Sharing Committee
Dale C. Lingren	Sam P. Wallace & Company	Controller
Homer Linn	Traders & General Insurance Co.	Manager, Safety Engineering Dept.
Edward E. Mance	Trinity Steel Company	Sales Engineer
Charles P. Martindale	Trinity Steel Company	Sales engineer
Dean McClain	Radio Station KNOX	Commercial Manager
Robert Morrell	Melco Warehouse Company	Vice-President, General Manager
Max McNeil	Dr Pepper Company	Area Division Manager
R. Buford Penland	Southwestern Drug Corp.	Member, Executive Committee
Elma E. Pfleiger	Neiman-Marcus	Buyer
Herb Raynaud	Neiman-Marcus	Display Director
James F. Scott	Trinity Steel Company	Southwestern Sales Manager
Bill J. Seitz	Lifson, Wilson and Ferguson	Industrial Engineer
Clinton C. Shipman	Trinity Steel Company	Sales Engineer
Travis Somerville	Wayne Cook Associates	President
Sally Tutt	Neiman-Marcus	Buyer
Frances Watson	Wayne Cook Associates	Secretary-Treasurer

IS

Appointments and Promotions—



**THOMAS W. FINNEY** has been elected an assistant vice-president of the First National Bank in Dallas where he joins the bank's business development division. For the past ten years Mr. Finney has been manager of the Industrial Department of the Dallas Chamber of Commerce. He came to Dallas from Tulsa where he was manager of the Tulsa Chamber's industrial and oil departments. He has taken post graduate work at Harvard University's Graduate School of Business Administration and the College of Business Administration of the University of Arkansas.

\*

**O. ROLAND FROST, JR.**, has been appointed director of properties for Braniff Airways and will head a newly-established properties department. Mr. Frost, a graduate of Harvard University, joined Braniff in 1953 as assistant to the manager of agency and interline sales in Dallas.

\*

**DOYLE R. WALKER** has been named Southwest division manager for Firestone Tire & Rubber Company, with headquarters in Dallas. Joining Firestone in 1947, Mr. Walker has held every important post in the company's field sales organization.

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## Appointments and Promotions—



**JOHN MORGAN** has been elected vice-president—marketing of Dixie Wax Paper Company. Other new officers of the firm include **NEELY C. BROWN**, treasurer, and **O. C. TAYLOR**, assistant treasurer. Mr. Morgan, Mr. Brown and Mr. Taylor have their headquarters in Dixie's home office in Dallas.

\*

**HARRY G. CLARK**, Dallas advertising and sales promotion consultant, has been named national sales manager of the recently expanded stock forms division of Rogersnap Business Forms, Inc. Mr. Clark has had many years of experience in the newspaper, advertising and sales promotion fields in the southwest.

\*

**MRS. SARA MARSHALL** has been appointed director of public relations for the Neiman-Marcus Company, Dallas specialty store. Mrs. Marshall, a University of Oklahoma graduate, joined the store's public relations staff three years ago, and has served as assistant director. Prior to joining Neiman-Marcus, she served as a staff writer for United Press International in Dallas and Oklahoma City and as junior assistant executive for the University of Oklahoma Bureau of Public Relations.

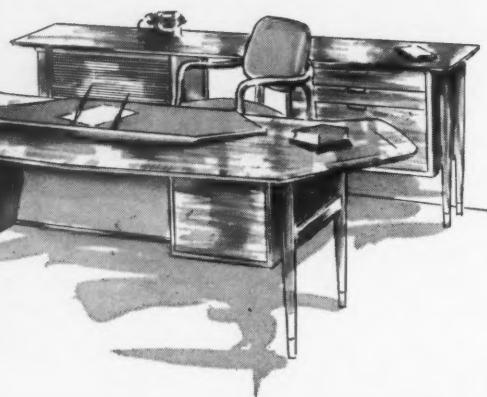
\*

**W. L. PICKENS**, one of the original founders of Preston State Bank, has been elected to the newly-created post of vice-chairman of the board. In addition to widespread oil activities throughout the Mid-Continent area, Mr. Pickens has been active in some twenty-four separate companies representing the insurance, financial, warehousing, bottling, packing, radio and television industries. He is one of the original founders and a director of the Texas Independent Producers and Royalty Owners Association.

DALLAS • FEBRUARY, 1959



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Whether your office is large or small . . . old or new . . . one room or more . . . Continental Omega executive furniture from Stewart's is designed to give you perfect coordination of style, comfort and efficiency. With this custom-fitted furniture you can have desks, table tops, pedestal assemblies, drawers and accessory units fitted to your office space and needs. Even chairs, desk pads, other accessories and a complete color scheme can be completely coordinated to your taste. Units of the same design are also available for junior executives, secretarial and clerical offices.

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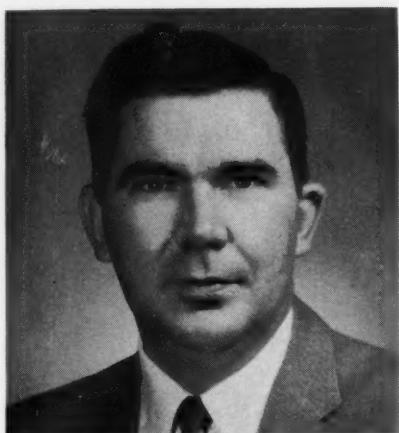


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General Office and Mimeograph Division, 400 S. Austin

Appointments and Promotions—



**BILL J. CHENAULT** has been appointed store manager of Texas Office Furniture Company. Mr. Chenault will be in charge of office supplies marketing and inside sales of office furniture. For the past eight years, he has been associated with two other office equipment firms. **ROY WHITE** has been named assistant manager.

\*

**ROBERT L. BROWN** has been appointed manager of operations of Engineering Supply Company, a subsidiary of Texas Instruments, Dallas-based electronics and geophysics firm. Mr. Brown, until recently a resident of Cleveland, Ohio, has assumed direction of purchasing, inventories, warehousing, and deliveries in Dallas.

\*

**R. E. McLUCKIE** has been appointed Southwest operations manager for the Canada Dry Corporation. Mr. McLuckie has been with Canada Dry since 1948, and prior to this Dallas post, he served as assistant to the manager of manufacturing for the firm in New York City. His new territory includes Texas, Oklahoma, Louisiana and Arkansas.

\*

**N. A. CADDELL** has been elevated to general manager and **M. A. (TOMMIE) TOMPKINS** has been advanced to catering manager of Lawler's Dunton's Cafeterias. In other promotions, **MRS. ADDIE BRANTLEY** has been named food production manager and **MRS. NANNIE SUE TOMLINSON** has moved up to director of personnel. The new operating executives are all senior employees of Dunton's Cafeterias, Inc., recently purchased by **CARLTON LAWLER**, president of the firm. Other officers of Lawler's Dunton's are **MRS. CARLTON LAWLER**, vice-president, and **MRS. GRACIE OLIVER**, secretary-treasurer.

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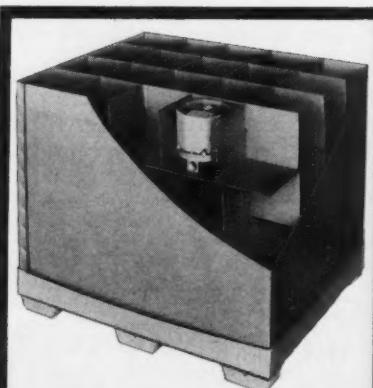
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**BULK  
PACKAGING**

**LANE** CONTAINER COMPANY

**Appointments and Promotions—**



**TOM LAND**, formerly general sales manager of American Foods, Inc., has been appointed vice-president in charge of sales. Mr. Land's new duties will include the handling of all sales in both the Dallas plant, located in the Brook Hollow Industrial District, and the Atlanta, Georgia, plant. He will make his headquarters in Dallas.

\*

**DON E. CASTERLINE** has been named manager of the Dallas division of General Tire & Rubber Company. Formerly division manager in Detroit, Mr. Casterline will supervise sales of replacement tires in Texas, Oklahoma, New Mexico and Louisiana.

\*

**ROY R. MITCHELL** has been promoted from assistant vice-president to vice-president of Hillcrest State Bank. MRS. JOY LETTIERI has been elected assistant cashier.



**QUINCY ADAMS**, trust officer of the Exchange Bank and Trust Company, has been elected a vice-president. Mr. Adams is a graduate of Southern Methodist University and a former member of the staff of Attorney General John Ben Shepperd.

## Appointments and Promotions—



**LONNIE W. MOHUNDRO, JR.**, has been named executive secretary-treasurer of the Dallas Association of Insurance Agents. Mr. Mohundro is a graduate of Southern Methodist University with a B.B.A. degree in insurance. For the past year he has been a special agent for Great American Insurance Company, traveling North Central and Northeastern Texas.

\*

**LESTER P. HELM**, former Central Division manager of Dr. Pepper Company, has been elevated to the newly-created post of Western Area sales manager. **MAX GREEN**, former Eastern Division manager, has been advanced to Eastern Area sales manager. And **MAX McNEIL** has been promoted from zone manager to manager of the new Southwestern Division, based in Dallas. All three men will make Dallas their headquarters.



**JOE K. HUGHES** has been appointed vice-president and office manager of Grant Advertising, Inc., Dallas. Mr. Hughes joined Grant three years ago and recently was promoted to account executive. He is a graduate of Southern Methodist University.

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A SECURE  
FUTURE**



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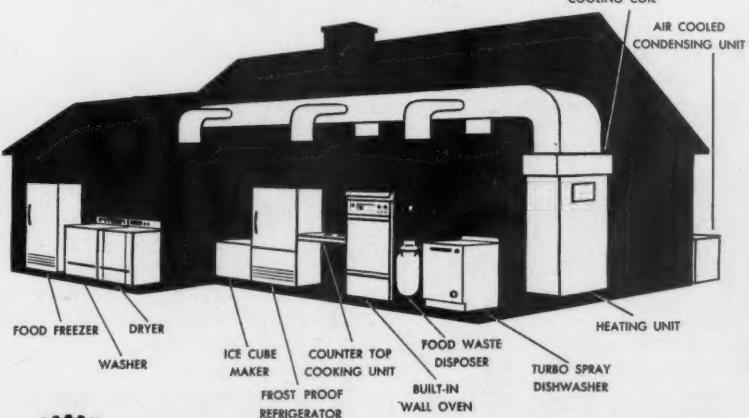
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Riverside 1-6461

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## CHAMBER NEWS

### Retail Merchants Name New Officers

L. E. Langston, Jr., vice president of Volk Bros., has succeeded T. A. Tombrello as new president of the Dallas Retail Merchants Association, Inc.

Other 1959 officers are Gordon F. Cullum, executive vice president of Cullum & Boren, vice president; and Horace D. Ainsworth, Jr., re-elected treasurer. Elected to the board of directors is C. D. Troyer, group manager of Sears, Roebuck & Co.

Principle speaker at the Association's election luncheon was Rowland Jones, Jr., of Washington, D. C., president of the American Retail Federation. Mr. Rowland spoke on current federal legislation



ROLAND JONES JR., principle speaker, warned Retail Merchants on legislative perils ahead.



T. A. TOMBRELLO, left, welcomes new Retail Merchants president, L. E. Langston Jr., and vice president, Gordon F. Cullum.



CO-CHAIRMEN of the White Book sales incentive program are Doug Jones, Sales Executives Club, left, and Myron Everts, Retail Merchants.

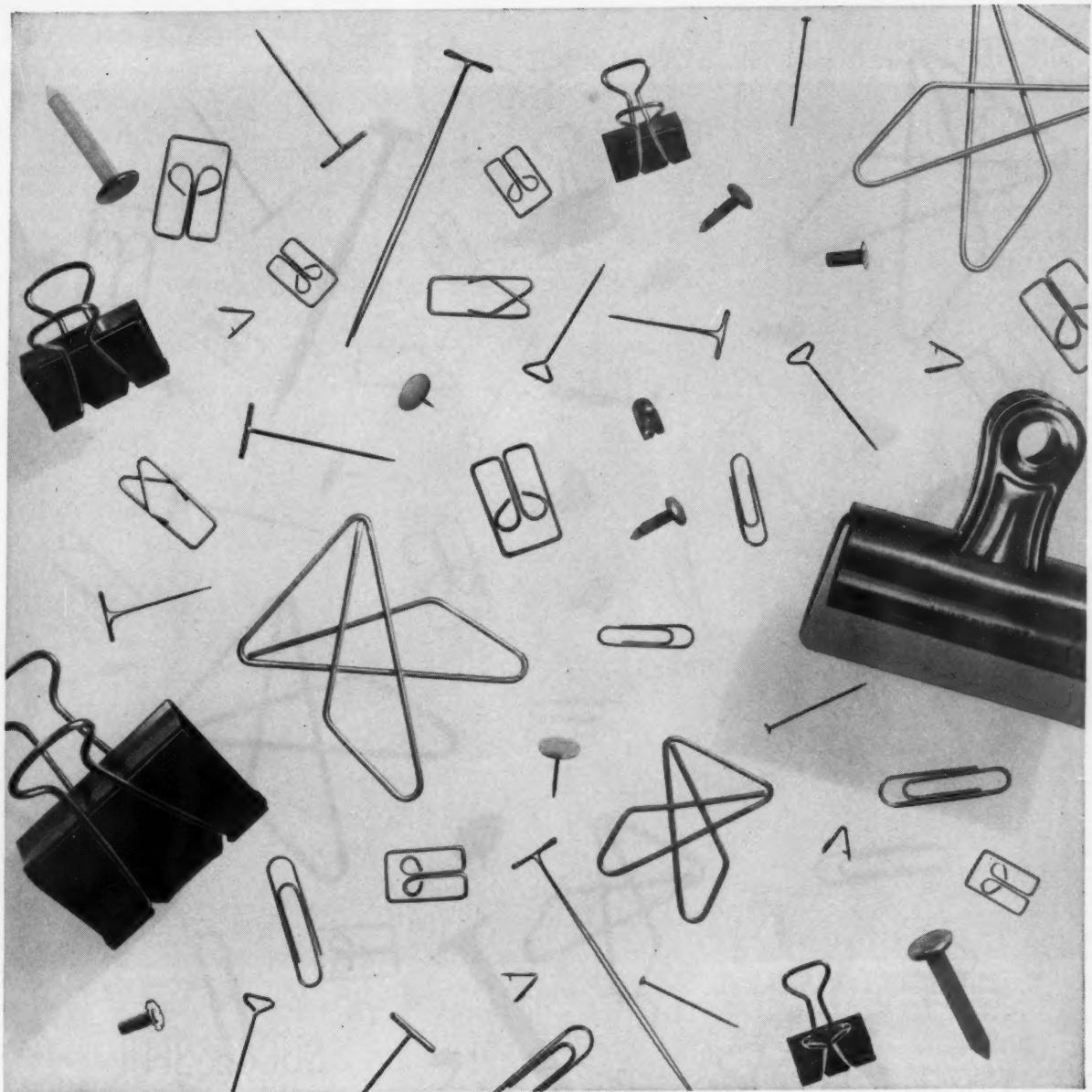
trends and how they may affect, and in some cases be detrimental to, the modern retailer.

**White Book Campaign Under Way.**  
 For six weeks, through March 15, members and wives of the Dallas Sales Executives Club and the Dallas Retail Merchants Association will be handing out certificates of merit to retail personnel for outstanding demonstrations of personal salesmanship.

Dubbed the "White Book" Campaign, recognition will be given the employees by heads of their own stores.

"We are not so much interested in finding who is the best retail salesman in Dallas as we are in recognizing each individual who does an effective, conscientious job in serving customers," say officials of the two organizations.

**KENNETH MURCHISON & CO.**  
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## The Compleat Stationer

For the company that wants swift, courteous service, whether the order is a box of paper fasteners (we have 74 different varieties of paper fasteners) or a thousand gross of purple pencil leads. 'Compleat' stationers in every sense of the word. Over 10,000 different items for the largest office — or the smallest.

For your every stationery need, call Clarke & Courts, of course.

**We guarantee everything we sell—  
fine printing, office supplies, office furniture**

**GUARANTEED**  
CLARKE & COURTS

Houston • Dallas • Galveston • Harlingen • Lafayette, La.



Titche-Goettinger, 2nd Floor Shoe Salon  
Design: Lane Carver, New York; Howard Tate, Dallas  
Engineer: Landauer and Shafer  
Electrical Contractor: City Electric Company

Light attracts the eye, enhances merchandise, helps *sell*. A good example is this smart shoe salon, where light dramatically accents the wall displays. This is easily accomplished through the use of spotlights, concealed under the canopy.

Display lighting, planned with both charm and sales in mind, can accent the quality look and desirability of fine merchandise. It's like having a star salesman always on the job for you. Information on modern lighting to help you display *your* merchandise to better advantage is yours for the asking. Our lighting engineers are at your service, at no obligation to you. Call RIverside 7-4011, station 368.

**SUCCESSFUL  
SELLING  
DEMANDS  
GOOD  
LIGHTING**



**DALLAS POWER & LIGHT COMPANY**

Chamber News—



ROSAMOND

**Rosamond to Head Industrial Department**

William A. Rosamond has been named manager of the Industrial Department of the Dallas Chamber of Commerce. The announcement was made late this month by J. Ben Critz, vice president and general manager of the Dallas Chamber. Mr. Rosamond, who has served as manager of the Research and Central Records Department of the Chamber since it was established in 1955, replaces Thomas A. Finney, who became an assistant vice president of the First National Bank.

As manager of the Industrial Department, Mr. Rosamond will be in charge of all industrial promotion for the Chamber and will also be responsible for much of the follow-up sales effort in the Industrial Dallas Campaign, the three-year national advertising effort beginning this fall to increase the flow of industrial prospects to the Chamber.

A native of Arlington, Mr. Rosamond is a graduate of Denison High School and the University of Texas.

He joined the Chamber staff in 1952 as assistant manager of the Industrial Department and served in this capacity until he was named manager of the newly created Research and Central Records Department.

As manager of this department, Mr. Rosamond pioneered in the use of business machine punch cards for the Chamber's basic records. The Dallas Chamber was the first in the nation to develop such a system, and a number of other chambers have used the Dallas operation as a model.

Before joining the Chamber, Mr. Rosamond worked as labor market analyst for the Dallas office of the War Manpower Commission and the Texas Employment Commission.

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**Southland** **Life**  
Insurance Serving Since 1908 Company

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**"299"**

Battery Operated Hydraulic Lift

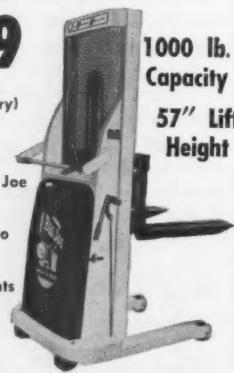
**\$299**  
 Complete  
 (F.O.B. Factory)

1000 lb.  
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 57" Lift  
 Height

Over 60 Big Joe  
 Models

Capacities to  
 2000 lbs.

Lifting Heights  
 to 130"



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**DALLAS**

## NEWS SPOTLIGHT

### Entertainers Will Spark Southwest Boat Show

The Third Annual Southwest Boat Show, March 3-8, in the Dallas Municipal Coliseum, will feature world-famous personalities and a wider variety of boats, motors, and equipment than ever before seen in the Southwest.

Co-hosts of the show will be clown Emmett Kelly, Weary Willy of circus fame, and George Liberace, the one with the violin, not the piano. Hostess will be Mary Meade French, glamorous singer and skin diver, a member of Liberace's international touring company.

These stars will appear as part of a new concept of show business in business. They will be on stage briefly each afternoon and evening but will spend most of their time mingling with the crowds, adding excitement to the show but not distracting the public from enjoying a complete tour of the exhibits. The famous Dancing Mermaids and taped nautical music by Liberace's Hoffman Stereophonic Orchestra will add a salty flavor to the show.

Boats scheduled for exhibit range from a five-foot sailboat to 40-plus foot cabin cruisers and include an amazing variety of strange craft such as bicycle boats, two and three hull catamarans, river runners, houseboats, prams and hydroplanes. There will also be several classes of sailboats and more than a hundred models of conventional clippers, runabouts and cruisers.

The smallest outboard will be a 1.7 hp midget weighing only 17 pounds and the largest will be 70 hp. The majority will be in the 20 hp and up class, reflecting the continuing trend toward more powerful motors. In 1958 almost half of all motors sold were in the 20 hp and up group.

Manufacturers, distributors and dealers have gone to great lengths to select only their most interesting and popular lines for exhibit at the Dallas show since Texas is nationally recognized as "boat crazy." There are now more boats than horses in the Lone Star State and Texas ranks sixth among all the states in ownership of outboard motors.

A wide variety of accessories and equipment will be seen. These will include revolutionary new electronic fish finders, depth finders, here-you-are gadgets, complete lines of ski and skin diving equipment, finger tip control hoists and boat trailers and new, almost-fool-proof anchors and boat hitches.



EMMETT KELLY, world-renowned clown, will be one of the co-hosts of the Third Annual Southwest Boat Show.

The Show, sponsored jointly by the North Texas Marine Trades Association and The Dallas Times Herald and produced by South West Boat Show, Inc., is expected to draw crowds considerably greater than the estimated 77,000 who attended last year's show. Boat dealers from 17 states and Alaska and Honolulu registered at the 1958 show.

**Top Coaches Set Dallas Meet.** Six of the nation's top college football coaches will be in Dallas February 26-28 for the 1959 "Coach of the Year Football Clinic." Hugh "Duffy" Daugherty, head coach at Michigan State University, and Charles "Bud" Wilkinson, coach at the University of Oklahoma, will be in charge of the clinic. Other staff members will include Abe Martin, Texas Christian University; Eddie Erdelatz, Navy; Forest Evashevski, Iowa, and the 1958 Coach of the Year, Paul Dietzel of Louisiana State University.

The clinic, sponsored by the Kellogg Company, will be held in the Memorial Auditorium. Headquarters will be in the Baker Hotel.

**Burkett Elected Motel Group President.** E. V. Burkett of the Shamrock Motel has been named president of the Dallas Motel Association.

Other officers are Mrs. Walter Lott, Dallas Motel, vice-president; Mrs. LeRoy Smith, Rest-a-Day Motel, secretary, and LeRoy Smith, Rest-a-Day, treasurer.

## Big Stakes

(Continued from Page 18)

B. Dallas has: one-stop, one-plane service by Delta/National interchange.

Dallas requests: effectively competitive trunkline service.

Available O & D traffic in 1960: 27,898 passengers, 37.5 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 66.3% of Dallas-type competitive pairs and passenger miles exceed those reported by 86.3% of such pairs.

### The Dallas-Mobile Market

Dallas has: one-stop single-plane service by Delta/National interchange.

Dallas requests: direct single-carrier trunkline service.

Available O & D traffic in 1960: 5,096 passengers, 2.9 million passenger miles.

Yardstick: O-D passengers available in 1960 exceeded those reported in 1957 by 58.1% of Dallas-type pairs whose best service was one-stop even though worse service was authorized.

### The Dallas-New Orleans Market

Dallas has: monopoly direct trunkline service by Delta.

Dallas requests: effectively competitive trunkline service.

Available O & D traffic in 1960: 63,944 passengers, 27.9 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 84.2% of Dallas-type competitive pairs and passenger miles exceed those reported by 81.1% of such pairs.

### The Dallas-Oakland/San Francisco Market

Dallas has: monopoly direct trunkline service by American.

Dallas requests: effectively competitive trunkline service.

Available O&D traffic in 1960: 32,848 passengers, 50.3 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 69.5% of Dallas-type competitive pairs and passenger miles exceed those reported by 90.5% of such pairs.

### The Dallas-Orlando Market

Dallas has:

- A. one-stop, single plane service by Delta/National interchange.
- B. indirect, trunkline service by Delta with a mandatory change of planes.

Dallas requests: direct, single-carrier trunkline service.

Available O&D traffic in 1960: 1,818 passengers, 2.1 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 72.5% of Dallas-type pairs whose best service was multi-stop even though better service was authorized.

### The Dallas-Pensacola Market

Dallas has: one-stop, single-plane service by Delta/National interchange.

Dallas requests: direct single-carrier trunkline service.

Available O&D traffic in 1960: 2,358 passengers, 1.5 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 79.4% of Dallas-type pairs whose best service was multi-stop even though better service was authorized.

### The Dallas-Phoenix Market

Dallas has: monopoly direct trunkline service by American.

Dallas requests: effectively competitive trunkline service.

Available O&D traffic in 1960: 7,668 passengers, 6.7 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by

41.1% of Dallas-type competitive pairs and passenger miles exceed those reported by 59.0% of such pairs.

### The Dallas-San Diego Market

Dallas has: monopoly direct trunkline service by American.

Dallas requests: effectively competitive trunkline service.

Available O&D traffic in 1960: 10,511 passengers, 12.4 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 44.2% of Dallas-type competitive pairs and passenger miles exceed those reported by 68.4% of such pairs.

### The Dallas-San Jose Market

Dallas has: two-carrier connecting service.

Dallas requests: direct single-carrier trunkline service.

Available O&D traffic in 1960: 2,240 passengers, 3.5 million passenger miles.

Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 77.5% of Dallas-type pairs whose best service was multi-stop even though better service was authorized.

### The Dallas-Tampa/St. Petersburg Market

Dallas has:

- A. indirect trunkline service by Delta with a mandatory stop.
- B. one-stop single plane service by Delta/National interchange.

Dallas requests: effectively competitive trunkline service.

Available O&D traffic in 1960: 9,940 passengers, 9.2 million passenger miles.

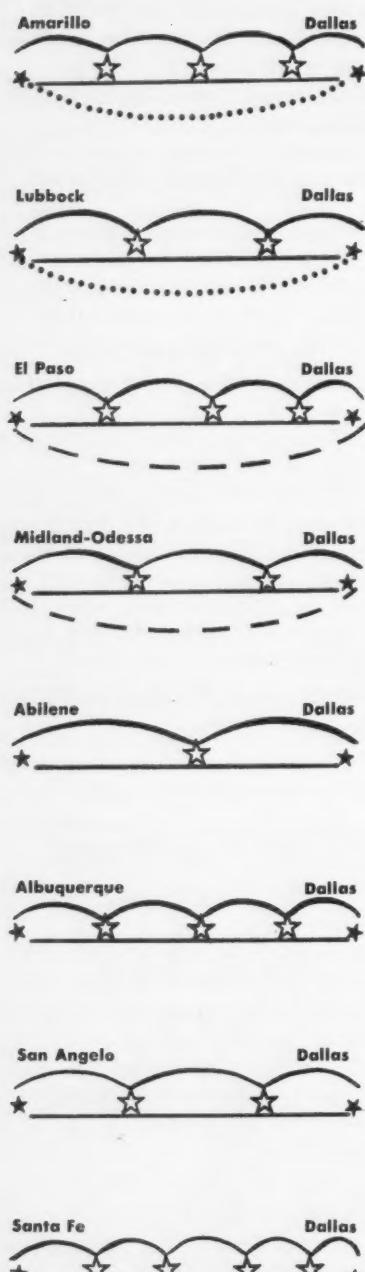
Yardstick: O-D passengers available in 1960 exceed those reported in 1957 by 43.2% of Dallas-type competitive pairs and passenger miles exceed those reported by 64.2% of such pairs.



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## AVIATION



NEW SERVICES: \_\_\_\_\_

EXISTING SERVICE

CONTINENTAL: \_\_\_\_\_

BRANIFF: .....

AMERICAN: - - - - -

### City and Dallas Chamber Win Major Victory; Benefits for Over 135,000 Air Passengers

Far-reaching changes in Dallas' air service pattern with key cities of West Texas and New Mexico, promising benefits to more than 135,000 Dallas-generated air passengers annually, were authorized in a decision in the Dallas to the West Case, issued by the Civil Aeronautics Board on February 12.

Under authorizations set forth in the decision, Dallas gains:

*Competitive service* with Amarillo, Lubbock, Midland-Odessa and El Paso. Each of these markets has been under monopoly control insofar as trunkline (non-stop) service is concerned.

*Direct trunkline (nonstop) service* with Abilene, Albuquerque, San Angelo and Santa Fe. Each of these markets has been served under feeder airline authorizations, with numerous intermediate stops required.

The new and improved services result from an application filed by the City of Dallas and Dallas Chamber of Commerce on January 4, 1956. The Dallas to the West Case was built around this application, and throughout the complex proceeding, extending over three years, Dallas carried the principal burden of proving the need for requested services. Airline applications for the route proposals were consolidated with the Dallas application, and the proceeding was probably the most important that has ever been prosecuted on community initiative.

Continental Airlines and Trans-Texas Airways were the two beneficiaries of the route awards. Trans-Texas received the non-stop service authorization between Dallas and San Angelo, and Continental was designated to provide all of the other new and improved services.

Tentative plans for the new services to begin about April 1 have been announced by Continental. Parties to the case have the right to petition the CAB for reconsideration. Unless the CAB grants such petitions, and modifies or reverses its decision, the new authorizations will be effective March 13.

The CAB's decision of February 12 authorizes all of the services which Dallas had requested in its application, insofar as Texas and New Mexico markets are involved.

Dallas' application had also requested authorization of effectively competitive air service with Los Angeles, Oakland, San

Diego and San Francisco, Calif., and with Phoenix and Tucson, Ariz.; and had requested direct trunkline service with Las Vegas, Nevada. The CAB voted, 3 to 2, to defer action on these requests, consolidating that portion of Dallas' application for decision in the recently-instituted Southern Transcontinental Air Service Case.

"This is half a loaf, but nonetheless a major and highly significant victory," commented Herbert L. Nichols, chairman of the Dallas Chamber of Commerce Aviation Committee.

Dallas' evidence, accepted by the Examiner as the basis for his findings that the public interest required authorization of the new and improved services, showed that available traffic between Dallas and the eight West Texas and New Mexico cities, as of 1958, amounted to 135,000 originating-terminating passengers. The 135,000 passengers, of course are only those exchanged between Dallas and the other cities, exclusive of the traffic available between other pairings of cities involved in the case.

The Dallas to the West Case decision is the second major route proceeding in which Dallas has fought to secure competitive service in primary air traffic markets. In 1954-55, Dallas successfully advocated authorization of competitive service in the Dallas-Washington and Dallas-New York markets, in which American Airlines had held a monopoly. The 1956-1959 fight for competitive service has been directed at American's monopoly in the Dallas-El Paso and Dallas-Midland-Odessa markets, and at Braniff Airways' monopolies in the Dallas-Amarillo and Dallas-Lubbock markets.

Dallas' participation in the proceeding was handled jointly by the City of Dallas and the Chamber of Commerce, under policy guidance from the City Council's Aviation Committee and the Chamber's Aviation Committee. George S. Terry, Dallas attorney, was special counsel; and James C. Buckley, Inc., terminal and transportation consultants, provided technical assistant. Responsibility for economic data, for the production of exhibits, the recruitment of witnesses, and other similar work in the case rested upon George P. Coker, Jr., Aviation Director of the City of Dallas, and members of the Chamber's staff.

An unique feature of the Dallas to the

## Aviation

West Case was a working arrangement of the communities involved, under which basic economic data was presented in joint exhibits. The volume of joint exhibits was sponsored by Albuquerque, Amarillo, Dallas, El Paso, Las Vegas, Lubbock, Midland-Odessa and Phoenix.

Continental Airlines has announced that it will use Viscount II jet-prop aircraft to inaugurate the newly-authorized services between Dallas and the West Texas and New Mexico cities.

\*

### Unique Baggage Service Begins at Love Field

An unique service for air travelers was inaugurated at Dallas Love Field on February 16, when the newly-organized Airline Baggage Delivery Service began operations.

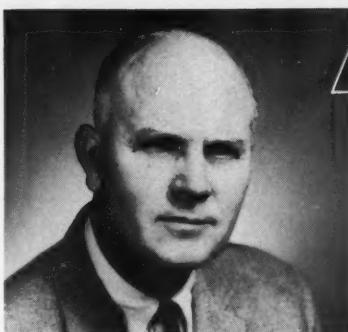
The company has a counter in the baggage reclaim wing of the Dallas terminal, at which the traveler may leave his baggage claim check with instructions for delivery of the baggage to his hotel, office or home. In this manner, the traveler can free himself of baggage and hotel check-in worries in order to better utilize his time during the business day. The company's trucks will deliver the baggage, securing receipt for it.

Similarly, hotel guests who wish to check out but are not departing Dallas until later in the day, may have the hotel call the Airline Baggage Delivery Service to pick up their baggage, take it to the airport, and have it checked in with the airline on which they will be departing. They will thus be freed of any baggage worries for the remainder of their stay in Dallas. When they check in at the airport, the airline will have the baggage tagged and the claim checks waiting to be handed to the owners.

"This is the first time this service has ever been offered," said Byron Harvey, president of Airline Baggage Delivery Service Corporation. "We believe it will meet a distinct need, and will prove very popular."

Mr. Harvey said the company carries complete insurance coverage for the property it handles, and uses only bonded drivers on its trucks. He also emphasized that receipts will permit the company to maintain complete control of the handling of baggage.

Officers of the company, in addition to Mr. Harvey, are Victor Messina, vice president; Wally Blumberg, secretary-treasurer; Phillip Baird, another stockholder; and Lowell Dirksen, manager.



## Advertising personnel

### AND RELATED POSITIONS

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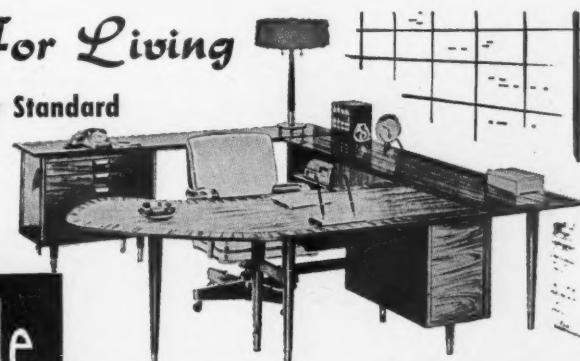
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## ATTENTION! AIR CONDITIONING BUYERS



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Published in the public interest by the Air Conditioning and Refrigeration Contractors Association of Dallas which, through its educational clinics and Job Inspection Committee, is dedicated to the improvement of the engineering, installation, performance, and service of the air conditioning systems installed by its members.

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...in financial condition

COMPARATIVE CONDENSED FINANCIAL STATEMENT  
December 31, 1957-1958 (12 Months)

ASSETS	1957	1958
Cash . . . . .	\$ 1,100,532.49	\$ 1,171,831.89
U. S. Government, municipal and other bonds . . . . .	6,148,305.63	6,180,514.74
Sundry assets . . . . .	227,711.99	223,922.00
First mortgage and collateral loans . . . . .	24,370,139.30	25,409,479.37
Stocks . . . . .	1,540,905.38	2,296,123.62
Home office building and lot after depreciation . . . . .	1,382,227.08	1,331,016.70
Home office building and lot addition less encumbrances after depreciation . . . . .		208,026.20
Other real estate . . . . .	57,473.37	3.00
Policy loans . . . . .	3,542,835.08	3,668,597.42
Premium notes . . . . .	261.78	125.32
Net deferred and uncollected premiums . . . . .	950,801.64	1,038,488.95
Total Assets . . . . .	\$39,321,193.74	\$41,528,129.41
LIABILITIES		
Current bills due or accrued . . . . .	\$ 13,142.90	\$ 10,763.34
Premiums and interest collected in advance . . . . .	459,307.27	418,436.35
Reserve for incomplete and unreported death claims . . . . .	78,098.00	43,734.00
Reserve for city, state, county and federal taxes . . . . .	142,852.75	210,404.19
Mortgage loan deposit accounts and other sundry liabilities . . . . .	459,648.89	468,968.84
Total Current Liabilities . . . . .	\$ 1,153,049.81	\$ 1,152,306.72
FUNDS EXCLUSIVELY FOR PROTECTION OF POLICYHOLDERS		
Full legal reserve on outstanding policies . . . . .	\$30,761,444.38	\$32,624,357.37
Capital stock . . . . .	2,700,000.00	2,700,000.00
Contingency reserve . . . . .	150,000.00	150,000.00
Surplus . . . . .	4,556,699.55	4,901,465.32
Total Liabilities . . . . .	\$39,321,193.74	\$41,528,129.41

## OFFICERS and DIRECTORS

CEDRIC BURGHER President	DON H. HOUSEMAN Cochran & Houseman	E. E. SHELTON Chairman of Board—Dallas Fed. Savings & Loan Assn.
MAXWELL A. CLAMPITT President Clampitt Paper Co.	MICHAUX NASH President Empire State Bank	W. HERBERT SNEAD Treasurer
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L. H. CULLUM Capitalist, Wichita Falls	W. H. PAINTER Executive Vice President	M. CULLUM THOMPSON Vice President and Secretary
R. R. GILBERT Vice Chairman of Board Republic National Bank	HARRY P. PERKINS President—Perkins Bros. Greenville—Longview	CHARLES D. TURNER Attorney—Turner, Rodgers, Winn, Scurlock and Terry
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## 38 TH ANNUAL STATEMENT

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## Aviation



FLIGHT MAGAZINE Editor and Publisher George Haddaway (left) presents Jaycee Aviation Man of the Year Award to Al Harting, vice president of advertising and public relations at Southwest Airmotive Company.

### Harting Wins Aviation Award

Cited by eight civic leaders as the year's outstanding figure in Dallas aviation, Al Harting received the Dallas Junior Chamber of Commerce's Aviation Man of the Year Award at a luncheon presentation January 28 at Hotel Adolphus.

Mr. Harting — vice president of public relations and advertising at Southwest Airmotive Company at Love Field — climaxed 12 years of busy aviation activity in Dallas when he acted as chairman of the Air Force Association's national convention here last September.

Flight Magazine Editor and Publisher George Haddaway served as emcee of the award presentation, describing Mr. Harting's background and introducing seven other speakers who commended the recipient's work in all phases of civic and aviation activity.

Mr. Harting has been active in promoting aviation conventions for Dallas since 1946, and has served as program chairman for eight national conventions. He has been active in other civic affairs, has received the Dallas Ad League's most valuable member award, and has written scripts for the Press Club of Dallas gridiron shows.

Starting a newspaper career as a copy boy in 1935 for the Dallas Dispatch, he became the Dallas Times Herald's first full-time aviation writer and columnist when large defense plants began coming into Dallas in 1941.

After serving as a USAF public relations officer in Europe and the Pentagon during World War II, he joined Southwest Airmotive as public relations director in June of 1946.

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## YOUNG MEN GOING PLACES

### Horace Ainsworth

The doors of the spectacular \$18,000,000 Trade Mart swung open in Dallas February 22nd — for its formal opening and first market week.

In a sense, the opening closed the door on the busiest and most interesting period in the life of Horace Ainsworth Jr.

For just about the last year of the 31 that this young man has to his credit, he has been closely associated with the development of the Trade Mart — as it evolved from a set of plans into a striking wholesale center, the only one of its type in the country.

It was a period in which he was confronted by a score of highly-divergent tasks. A not untypical day might have found him conferring with the architects and contractors, working with prospective clients and leasing agents, checking on briefs used in financing or working out the details of advertising and promotional campaigns.

But Horace Ainsworth is a young man with a varied background, which stood him in good stead.

As he puts it, "This has used everything I had ever done in my life. Sometimes I even wished I had a little more background in other fields — like janitoring."

Since November of 1957, Horace has been an employee of real estate developer Trammell Crow — the man behind the Trade Mart and such other projects as the Dallas Homefurnishings Mart and the Decorative Center.

Horace has no formal job title as such. Basically, perhaps, his job has been to help solve the myriad problems connected

with such a project as the Trade Mart — and to help make certain that it was ready to open, as per schedule.

It was a formidable assignment for anyone, much less a young man barely in his thirties. But Horace was able to rely on experience in a variety of fields.

Like a considerable number of executives, he started out as a newspaper man. A native of Austin and the holder of a master's degree in journalism from the University of Texas, he came to Dallas after two years as a reporter and writer on the Austin American-Statesman. His first job in Dallas was as editorial assistant on Dallas Magazine. Six months later, he became editor of the publication and Director of Public Relations for the Dallas Chamber of Commerce at 24, one of the youngest men in the country to hold such a post.

He left it at the start of 1955 to become Manager of the Dallas Retail Merchants' Association. In this capacity, he directed the \$100,000 Dallas Unlimited project — a program to improve downtown Dallas and one that has set the pattern for similar programs in other U. S. cities.

After almost two years as Association manager, Horace re-entered private industry as Public Relations Director for Slick Airways.

From there, he joined Trammell Crow — with no definite agreement as to salary or duties. But he knew Mr. Crow's reputation for getting things done. Horace is also a firm believer in the promise of Dallas' future development — and saw his new job as a challenge and an opportunity to

become associated with a basic element in the city's growth. He was right in both instances.

And his background in meeting newspaper and magazine deadlines has been invaluable in helping get the Trade Mart completed and ready for opening.

Essentially, Horace Ainsworth is a modest person. Part of his working philosophy is the conviction that one's role must be subordinate to his job and his employer. They definitely come first.

For that reason, he insists on playing down his part in the successful development and completion of the project.

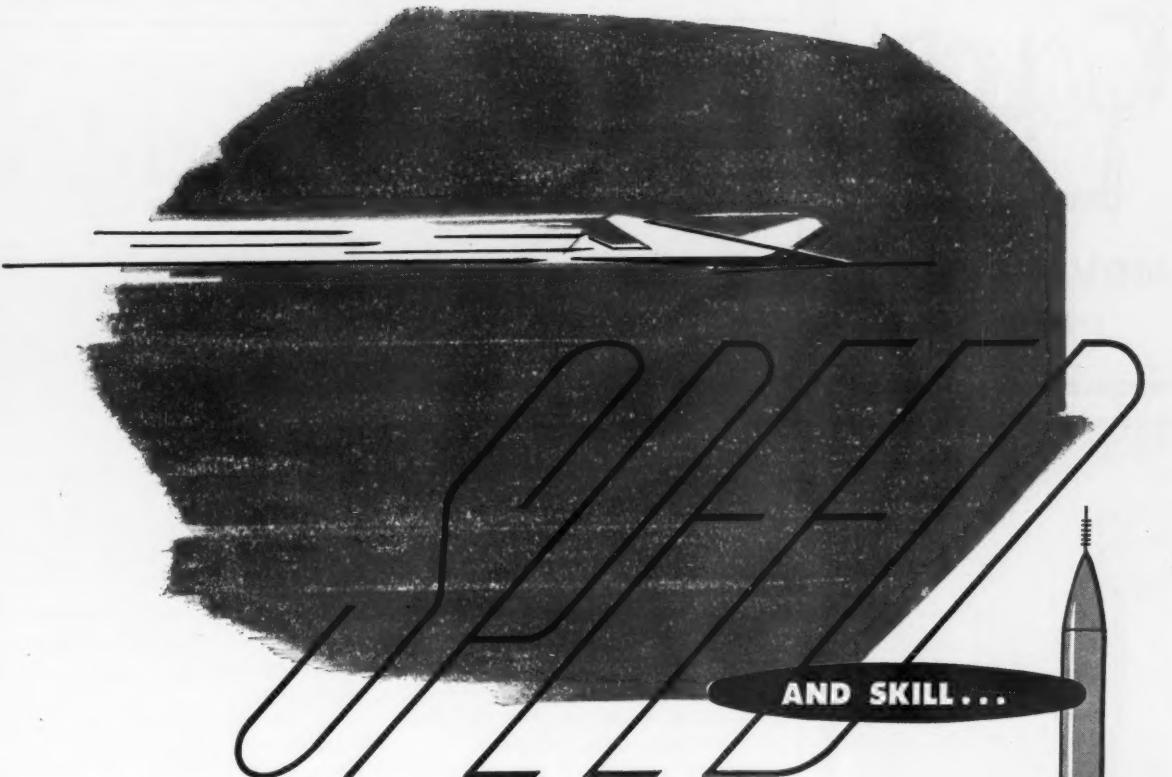
It is the latest and most challenging of the assignments he has met, in his less than 10 years in Dallas.

But there have been others — many of them of a civic nature. He was a member of the Mayor's City Traffic Committee that formulated Dallas' new system of one-way streets. Horace is past-president of the Dallas chapter of Sigma Delta Chi (professional journalism fraternity); past vice president of the American Association of Commerce Publications; a director of Junior Achievement of Dallas; a director of Timberlawn Foundation; member of the Lover's Lane Methodist church and a member of the Salesmanship Club of Dallas and the Dallas Advertising League.

It's a record that pretty well speaks for itself; one that also ties in with his belief in the future of Dallas and the Southwest.

On the basis of that record, it is altogether likely that Horace Ainsworth will be a definite part of that future.

by Elery Owens

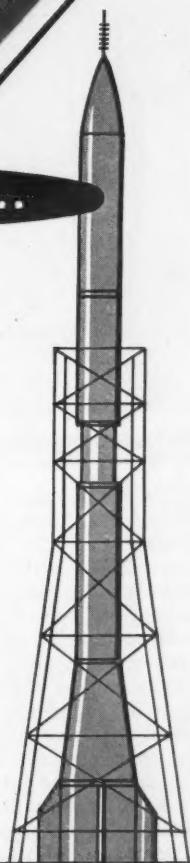


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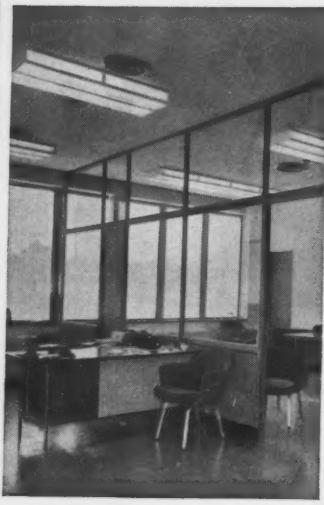
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**MARKETS**



EXPANSIVE, bright and comfortable are the showrooms and hallways of the new Dallas Trade Mart, especially designed for wholesale market needs.

**Dallas Trade Mart Opens for Buyers**

The handsome new Dallas Trade Mart, the third unit in Dallas' Master Market Center, officially opened its doors to thousands of buyers from the Southwest and as far away as New York this month.

Lower floors of the building were fully occupied by gift, toy, houseware and furniture showrooms for the week-long Trade Mart Gift Show which began February 22 simultaneously with the official grand opening of the building.

Also participating in the show were some 200 exhibitors who showed their wares in temporary booths set up on the east side of the second floor of the million-square foot building.

The Grand Courtyard of the building,

a feature which makes it unique among merchandising buildings in this country, was virtually complete for the opening and one of the main attractions to the thousands of visitors.

The courtyard, four stories high and larger than a football field, is figuratively divided into two areas — a quiet area and a busy area.

On the "quiet" side is a garden setting, complete with gardens hanging from the three upper floors, a pool, picturesque walkways, a summer house and pergolas.

It is here that the buyer finds serenity from a busy shopping tour and collects his thoughts as he rests in the little summer house overhanging the pool or in the

THE HUGE \$18 million Trade Mart, center below, only minutes from downtown, is flanked by two main arteries, Harry Hines Boulevard and the new Stemmons Expressway. In the foreground is the Homefurnishings Mart, another unit in the proposed Master Market Center, which opened last year.



## Markets

pergolas surrounding it. Colorful wood ducks live in the pool and canaries and bluebirds fly freely about the courtyard.

On the opposite end of the courtyard is a sidewalk restaurant where diners may eat under more pergolas or in the "open" — under the four-story high skylight roof of the Mart.

Some of the most glamourous showrooms in the world are found in the new Trade Mart — showrooms which have walnut and burlap-panelled walls, fountains, iron gate entrances, fireplaces and gardens as part of their decor.

Within these showrooms are found gifts and home accessories for every taste and from every part of the world. The leading manufacturers and importers of the world are represented.

The giant new Mart was especially designed with the convenience of the buyer in mind. Traffic between floors is served only by escalators, eliminating any possibility of nerve-fraying jams. The building is completely air-conditioned the year around and there is free parking for some 6,000 cars.

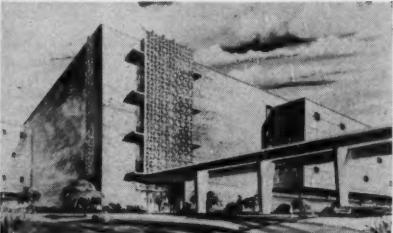
Formal opening of the Trade Mart, one of the few buildings in the United States built specifically as a wholesale market building and the only one of its design in this country, marks a new era in wholesale marketing for the Southwest.

It is the first time all the homefurnishings and gift industries have had a single adequate location in which they can concentrate themselves in the Southwest.

The mart was designed by Dallas architects Harold Berry and Donald Speck. It is constructed of pink brick and beige stone, cast in a geometrical block pattern designed exclusively for the building.

The Trade Mart, built by developer Trammel Crow, is part of the Master Market Center in which there will be wholesale showrooms for everything used in the home except food and clothing.

**ENTRANCEWAY** to the Trade Mart is dominated by a 20 by 40 foot panel of filigree stonework.



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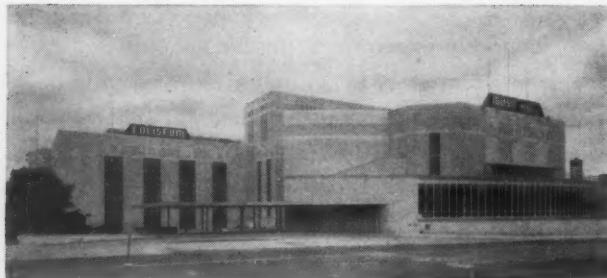


# Who else has a mechanical project that demands an experienced contractor?

Each mechanical project has special problems, and more firms every year are turning to Natkin & Company for solutions like those shown here. When you plan a new plant, expansion of an existing plant, or a commercial building, challenge Natkin with the mechanical installations. Natkin's half a century of experience will help solve your problem, and you can be sure the answer will be the right one for you.



DELCO BATTERY PLANT, Olathe, Kansas, was operating in less than a year. Natkin installed the tremendous volume and variety of complex process piping, plumbing, air conditioning, heating, boiler plant and acid waste treatment equipment in this record time — to make possible the owners' production target date.



THE SAM HOUSTON COLISEUM in Houston, Texas, one of the Southwest's largest, is comfortably air conditioned by two large 600-ton centrifugal compressors. Natkin & Company also installed the air conditioning equipment to cool a newly enlarged 3,000-seat Music Hall adjacent to the Coliseum.



NEW 3525 TURTLE CREEK APARTMENT IN DALLAS recently was completed in the city's beautiful Turtle Creek area. Heating, plumbing, air conditioning and ventilation in these luxury apartments were installed by Natkin & Company. The air conditioning system is a new, ultra-modern, high-velocity type with individual controls in the living and sleeping areas of each apartment for utmost comfort.



EAST TEXAS TUBERCULOSIS HOSPITAL in Tyler, Texas, is another testimony to Natkin ability in mechanical installations. This modern, seven-story, State-owned hospital was completed in the summer of 1957. Heating and the air conditioning — a single-duct, high-pressure-type system — were installed by Natkin & Company.

*When you face a mechanical contracting problem, talk with a Natkin engineer.*

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# Dallas world trade NEWS

## Two-Way Trade and Credit Are Key To Doing Business With Mexico

by Frank Langston

During a recent trip to Mexico I asked a lot of questions about international trade. And nearly everyone with whom I talked—businessmen and government officials alike—had an answer.

Mexico wants international trade. It needs a great many things that only international trade or a vast amount of industrial development could provide.

But there are two factors that hold the key to increased trade between Mexico and the United States—two-way trade and credit.

In our eagerness to find markets abroad for our made-in-U. S. A. goods, a great many of us have overlooked the fact that in order to sell we must also buy. We're looking for cash. But we have forgotten that Mexico also must have cash in order to buy from us. And in order to get that cash—those dollars—Mexico must export.

Today Mexico is importing annually from the United States a great deal more than it exports to this country. The balance of trade—or dollar exchange—is maintained only by a flow of tourist dollars to the south, plus additional dollars earned by Mexican nationals working in this country each year.

There was a time when we sold mostly consumer goods to Mexico. But that day is past. Now Mexico is producing a great part of its consumer goods. But it needs capital goods.

Mexicans need machinery—all kinds of machinery—for every industry and for agriculture as well. While I visited a friend in his office there was an inquiry about water well machinery, and the visitor was directed to a firm in Dallas. Another man asked about dairy equipment. Other people told me the country needs roadbuilding machinery, trucks, generators.

Mexico wants to buy a great many things from this country. But it needs dollars to buy them. One way is through selling more of its own products here.

Another problem is that of credit. And

that's a problem we must lick if we are to increase our trade across the border.

Too many companies in this country, looking for a market in Mexico or any other Latin American country, learn that their potential customers lack the cash to finance their purchases. And there the deal ends.

They do not check into credit matters. They understand that the customer does not have the credit required—in dollars. But they do not bother to learn that this is not a matter of poor credit rating but is more likely to be simply a matter of credit demand far exceeding the supply.

In Mexico and many other Latin American republics interest rates range from 12 to 18 per cent, simply because credit demand is greater than can be supplied.

If a United States firm were trying to sell its products to a domestic customer, he would help to arrange financing.

### WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

### EXPORT OPPORTUNITIES

COSTA RICA—Central Point Company, P. O. Box 2424, San Jose, Costa Rica. Firm now handling exclusive representations in various Central American countries seeking additional lines for distribution. CPC/592

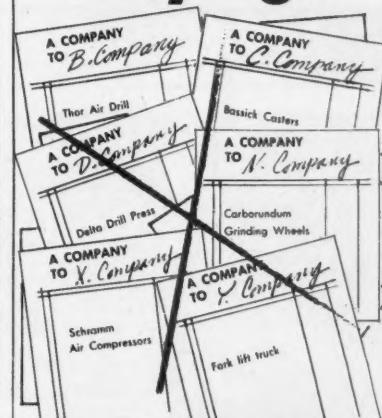
PUERTO RICO—Jose M. Fernandez, Tanca St. No. 150, P. O. Box 4569, San Juan, Puerto Rico. This firm requiring aluminum coated fabric for manufacture of ironing board covers; also needs elastic braids. JMF/592

### IMPORT OPPORTUNITIES

URUGUAY—Francisco Piria S.A., Samandi No. 500, Montevideo, Uruguay. Manufacturers of wool carpets and rugs of tufted type as well as owners of prin-

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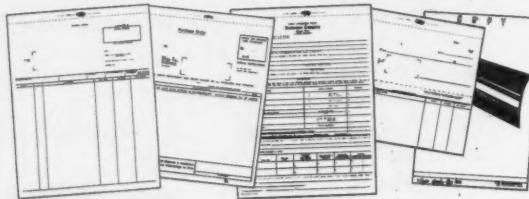
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### World Trade News

capital granite and marble quarries of their country seeking outlets. FP/592

NEW YORK CITY — Renown Shoji Kashi, Ltd., Room 812, 50 Broad Street, New York 4. This firm whose factory in Japan is manufacturer and exporter of Japanese woolen knitted sweaters for ladies, seeking reliable importers. RSK/592

HONG KONG — Asia Agencies, Rutton Bldg., 1st Floor, 11, Duddell Street, Hong Kong. Manufacturers, agents and exporters of Hong Kong ready-made garments, artificial flowers, rubber sandals and shoes, basketwares and novelties desirous of outlets. AA/592

JAPAN — Yutaka Electric Mfg. Co. Ltd., 1-1253, Yutaka-Cho, Shinagawa-Ku, Tokyo, Japan. Manufacturing and exporter of electrical products such as automatic voltage stabilizer, voltage regulators, neon tube lamp transformers, etc., desirous of sales outlets. YEM/592

HONG KONG — U.D. Overseas Trading Society, P. O. Box 554, Hong Kong. Exporters offering their services as buyer on commission basis, but which can also have merchandise copied and manufactured at basic costs less than in U. S. OTC/592

JAPAN — Kooyoo Kooeki Inc., No. 45, Konya-Cho, Kanda, Chiyoda-Ku, Tokyo, Japan. Manufacturers and exporters desirous of importers of their various items in the following categories of electrical, textile, optical, machinery, construction materials, medical and surgical, and general merchandise. KKI/592

JAPAN — Taishin Trading Co., Ltd., P. O. Box 524, Kobe, Japan. Manufacturers and exporters of chemical shoes and sandals, also of other wearing apparel wishing contact with importers. TTC/592

MEXICO — Fabrica De Mosaico Talavera, S. de R.L., Dr. Navarro No. 63, Mexico D.F. Manufacturers of hydraulic compressed tiles of terrazzo, and marble granite in bulk seeking outlets, etc.

NEW YORK — JOHN E. T. ENGLISH, 44 Wall Street, New York 5, N. Y. Named individual is representative of Midland Bank Ltd., obtaining contacts for manufacturer of fine English crystals by name of WEBB CORBETT LTD., seeking representatives and purchasers.





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## ADVERTISERS IN THIS ISSUE

AND THEIR ADVERTISING AGENCIES

ACME BUILDING MAINTENANCE.....	32	MERCANTILE NATIONAL BANK AT DALLAS.....	74
ADLETA SHOWCASE CO.....	55	Agency — Ratcliffe Advertising	
Agency — Prais, Byland & Preis, Inc. Adv.		METROPOLITAN SAVINGS & LOAN ASSOC.....	50
AIR CONDITIONING & REFRIGERATION CONTRACTORS ASSOCIATION OF DALLAS.....	59	Agency — Auld Advertising	
Agency — Dowdell-Merrill, Inc.		MICRO-LUBE SALES CO.....	45
AMERICAN BEAUTY COVER COMPANY.....	44	HENRY S. MILLER COMPANY.....	36
Agency — Thompson Advertising Co.		VANCE K. MILLER COMPANY.....	32
AMERICAN SAVINGS & LOAN COMPANY.....	61	KENNETH MURCHISON & CO.....	52
BALTIMORE BUSINESS FORMS CO.....	52	Agency — E. G. Shumard Adv.	
Agency — Vansant, Dugdale & Co. Adv., Baltimore 2, Md.		MURRAY INVESTMENT COMPANY.....	47
BEATTY ENGINEERING COMPANY.....	45	Agency — Melton Advertising	
BEDDOE PRINTING COMPANY.....	50	MUZAN INVESTMENT COMPANY.....	41
BENNETT PRINTING COMPANY.....	65	Agency — R. J. Burke Adv.	
Agency — Taylor-Norsworthy, Inc.		MCAX CORPORATION.....	3
BLANKS ENGRAVING CO.....	33	Agency — Van Roberts Advertising	
Agency — Brough Advertising		SAM ROSS McELREATH COMPANY.....	42
BULE DIAMOND COMPANY.....	33	NATKIN & COMPANY.....	66
Agency — James H. Sustrom Adv.		Agency — Allen & Reynolds Advertising, Omaha, Nebraska	
BOSCO BOLT, NUT & SCREW CO.....	32	NICHOL SCALES COMPANY.....	33
Agency — Van Roberts Adv.		Agency — Crook Advertising	
STEVEN A. BOX.....	59	OLDHAM LUMBER COMPANY.....	49
Agency — Crook Advertising		F. S. OLDT CO.....	48
BRIGGS-WEAVER MACHINERY CO.....	67	Agency — R. B. Moreland Co.	
Agency — Taylor-Norsworthy, Inc.		ORKIN EXTERMINATING CO., INC.....	47
DR. I. BRODSKY.....	49	PADGETT PRINTING & LITHOGRAPHING.....	51
Agency — Van Roberts Adv.		JIM RANDOLPH & COMPANY.....	32
CLARKE & COURTS.....	53	REPUBLIC NATIONAL BANK OF DALLAS.....	15
Agency — Weekley & Valentini Adv., Houston, Texas		Agency — Glenn Advertising	
OTTO H. COERVER COMPANY.....	68	REPUBLIC NATIONAL LIFE INSURANCE CO.....	Insert
Agency — Hepworth Advertising Company		Agency — Rogers & Smith, Advertising	
COFFEE TIME, INC.....	37	FRANK ROGERS & SON.....	56
Agency — R. J. Burke Advertising, Inc.		ROGERSNAP BUSINESS FORMS.....	42
DALLAS ASSOCIATION OF INSURANCE AGENTS.....	57	Agency — E. R. Henderson & Associates, Advertising	
Agency — Ayres Compton Adv.		SOUTHERN TRUST & MORTGAGE CO.....	55
DALLAS FEDERAL SAVINGS & LOAN ASSOC.....	36	SOUTHLAND LIFE INSURANCE COMPANY.....	55
Agency — Taylor-Norsworthy, Inc.		Agency — Delennett Adv.	
DALLAS FOUNTAIN & FIXTURE COMPANY.....	36	SOUTHWEST ADVERTISING & MARKETING.....	35
DALLAS PIONEERS.....	4-71	SOUTHWESTERN LIFE INSURANCE COMPANY.....	51
DALLAS POWER & LIGHT CO.....	54	SPARKMAN-BRAND, INC.....	68
Agency — Rogers & Smith, Advertising		Agency — Thomas R. Leslie, Advertising	
DALLAS TRANSFER & TERMINAL WAREHOUSE CO.....	61	JAMES STEWART COMPANY.....	72
Agency — Marvin Winsett, Advertising		STEWART OFFICE SUPPLY.....	48
DALLAS UNION SECURITIES COMPANY.....	33	Agency — Grant Advertising, Inc.	
Agency — Crook Advertising		STROMBERG-CARLSON.....	45
DICTAPHONE CORPORATION.....	34	Agency — Chas. L. Rumill & Co., Inc., Rochester, N. Y.	
DORSEY COMPANY.....	43	SYLVESTER'S DISPENSING OPTICIANS.....	34
S. L. EWING & COMPANY, INC.....	52	W. A. TAYLOE CO.....	56
Agency — Marvin Winsett Advertising		Agency — Hepworth Adv. Company	
EXCHANGE BANK & TRUST COMPANY.....	34	TEXAS BANK & TRUST COMPANY.....	38-39
Agency — E. G. Shumard Adv.		Agency — Clarke-Dunagan-Hughines, Inc.	
EXLINE-LOWDON CO.....	68	TEXAS DELIVERY WAREHOUSE.....	25
Agency — Hepworth Advertising Company		Agency — James H. Sustrom Adv.	
FIRST NATIONAL BANK IN DALLAS.....	6	TEXAS DISTRIBUTORS, INC.....	30
Agency — Rogers & Smith, Advertising		Agency — Dowdell-Merrill, Inc.	
J. R. GRAY CO., INC.....	31	TEXAS EMPLOYERS' INSURANCE ASSOC.....	63
Agency — Jas. W. Huff, Advertising		Agency — Delennett Adv.	
GREAT NATIONAL LIFE INSURANCE CO.....	36	TEXAS ENVELOPE COMPANY.....	61
Agency — Hepworth Adv. Company		Agency — Hepworth Adv. Company	
HESSE ENVELOPE CO.....	45	TEXAS INSTRUMENTS, INC.....	73
Agency — Ted Workman Adv.		TEXAS OFFICE FURNITURE CO.....	47
HILLCREST STATE BANK OF UNIVERSITY PARK.....	42	Agency — The McCarty Company of Texas, Inc.	
Agency — Hepworth Adv. Company		THOMAS OPTICAL COMPANY.....	68
JOE HOPPE & CO.....	51	Agency — Dicklow Adv.	
Agency — E. G. Shumard Adv.		TOWNE INDUSTRIAL EQUIPMENT CO., INC.....	46
HUDSON & HUDSON.....	52	Agency — Taylor-Norsworthy, Inc., Adv.	
HUMBLE OIL & REFINING COMPANY.....	69	UNITED FIDELITY INSURANCE CO.....	60
Agency — McCann-Erickson Inc., Houston, Texas		Agency — Clarke-Dunagan-Hughines, Inc.	
INDUSTRIAL PROPERTIES CORPORATION.....	47	L. R. WARD STEEL PRODUCTS CO.....	64
Agency — John Peyton Dewey Adv.		HOWELL H. WATSON.....	36
KELLY GIRL SERVICE.....	42	WEATHERBY AIR CONDITIONING CO.....	49
LAKE MURRAY LODGE.....	56	WESTERN HILLS INN.....	49
LANE CONTAINER COMPANY.....	50	Agency — Erla Racey & Associates, Advertising	
Agency — Hepworth Adv. Company		WILHIDE EQUIPMENT CO., INC.....	59
J. W. LINDSLEY & COMPANY.....	48	Agency — Hepworth Adv. Company	
LONE STAR CADILLAC CO.....	2	TED WORKMAN ADVERTISING AGENCY.....	26
Agency — Rominger Advertising			

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 Embossed Labels

**1893** Fleming &  
 Sons, Inc.  
 Manufacturers — Paper  
 and Paper Products

**1893** Sparkman-Brand  
 Inc. Morticians  
 Originally, Loudermilk,  
 Broussard and Miller



Established  
**1896** Briggs-Weaver  
 Machinery Co.  
 Industrial Machinery  
 and Supplies

**1899** Seay & Hall  
 All Lines of Insurance

**1898** Etheridge  
 Printing Company  
 Printing, Lithographing, Engraving,  
 Office Supplies

**1900** John Deere  
 Plow Company  
 Agricultural Implements

**1900** The Murray Co.  
 of Texas, Inc.  
 Carver Cotton Gin Division 1807  
 Boston Gear Works Division 1880  
 Industrial Supply Division 1907

**1903** Smith's Detective  
 Agency  
 Burglar Alarm, Fire Alarm  
 Radio Patrol Service

**1904** T. A. Manning  
 & Sons  
 Insurance Managers  
 Fire — Casualty

**1907** A. C. Horn &  
 Company  
 Commercial and Structural  
 Sheet Metal

**1908** Pure Ice & Cold  
 Storage Co.  
 Cold Storage

**1911** W. W. Overton  
 & Co.  
 Investments

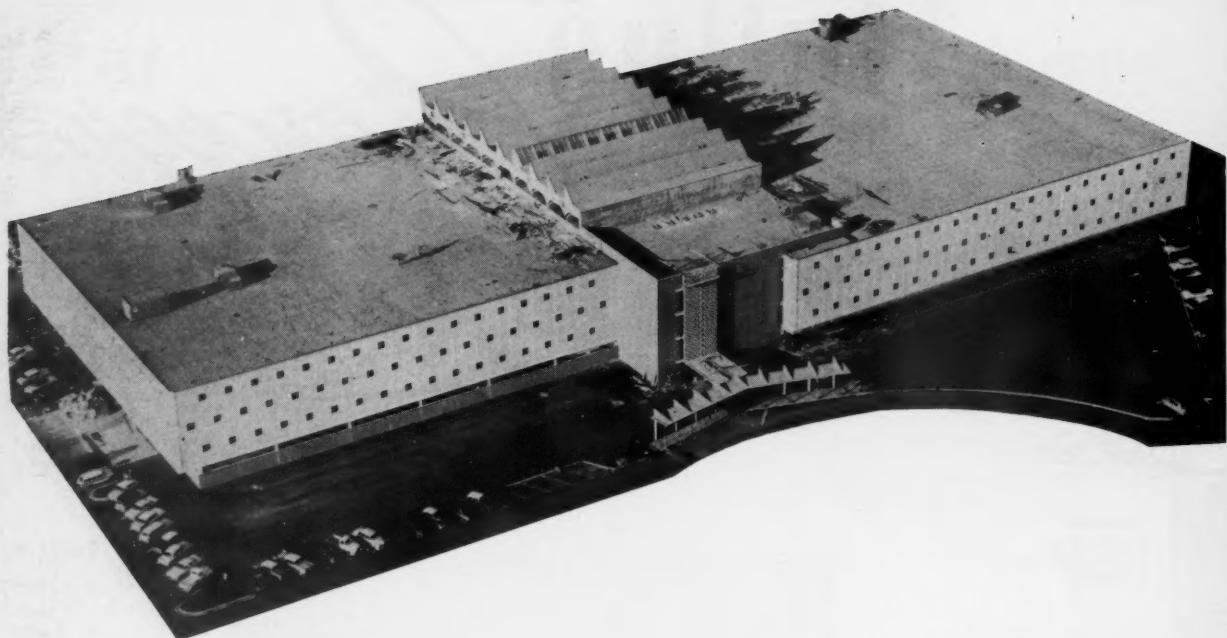
**1912** Stewart Office  
 Supply Company  
 Stationers — Office Outfitters

**1914** Koch & Fowler  
 and Gafe Inc.  
 Consulting Engineers

THE Old Dallas City Hall, with its tower dominating the left background, occupied the Northwest corner of Commerce and Akard when the above South Akard Street picture was made about 1890. The Old Oriental Hotel became a landmark on the opposite corner in 1893 — and that same year the pioneer firm of Loudermilk, Sparkman & Broussard began business. The roots of this firm go back much further when George W. Loudermilk was associated with Patrick J. Linskie, Dallas' first funeral director. The first location of Loudermilk, Sparkman & Broussard was in the Oram Building on Main Street and it was later located on the present site of City Hall and later in the old Linskie Building where the White Plaza Hotel is now located. In 1920, Will R. Sparkman purchased the Loudermilk Company and operated it as the Loudermilk-Sparkman Company for many years. In 1926, Sparkman-Brand Inc., Morticians, moved into the old A. H. Belo Home at Ross and Pearl. This has since been completely modernized and still retains the colonial grandeur of the Old Belo Mansion at Old Salem, North Carolina of which it is a replica. Today, in its sixty-sixth year, the firm is under the active direction of Louis N. Sparkman who was actively associated in the business with his father for many years.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



## **Completed on Schedule Dallas Trade Mart Now Open**

Designed by architects Harold Berry and Donald Speck, the new Dallas Trade Mart gives Dallas one of the nation's truly unique and handsome edifices.

The Trade Mart was designed to serve the homefurnishings industry and houses gifts, furniture, mirrors, pictures, lamps, housewares, floor coverings, appliances and toys.

Located at 2100 Stemmons Freeway, the Trade Mart contains a million square feet of showroom and display area. Escalators, complete air-conditioning, several restaurants and every modern convenience needed to make a market building useful give Dallas the No. 1 exhibit building in the nation.

## **JAMES STEWART COMPANY**

*General Contractors*

NEW YORK

DALLAS

CHICAGO

PHOENIX

LOS ANGELES

DALLAS • FEBRUARY, 1959

ATLAS, front-ranking ICBM and satellite vehicle, is shown at the tense moment as it "lifts off" for another history-making flight. This Convair missile uses precision components made by Texas Instruments.



## 99.999% perfect means failure!

The onrushing Space Age keeps setting ever higher hurdles for U.S. missiles and rockets. Moreover, the effects of shock, vibration, acceleration, and temperature are so severe on the many thousands of components, it takes rigorous Quality Assurance programs to make these complex "birds" even operate, much less penetrate into Space.

Space Age Quality Assurance is an extension of Texas Instruments reliability programs born of far-ranging oil exploration over the last quarter century. Today, *every* U.S. missile, rocket and satellite uses some TI components (transistors, diodes, rectifiers, capacitors, resistors); 11 U.S. missiles and rockets use TI electronic systems

(telemetry, control and navigation, detection and guidance); and many launch pads use TI instrumentation.

Users of *all* TI products benefit from the new high levels of quality required by space technology, since Quality Assurance activities have top rank status throughout Texas Instruments. At TI, QA applies higher mathematics and research techniques to production, including — automation, logistics, probability sampling, product testing and monitoring, and customer service. As a measure of the importance attached to Quality Assurance at Texas Instruments, TI employs one out of every ten graduate QA engineers in the country!

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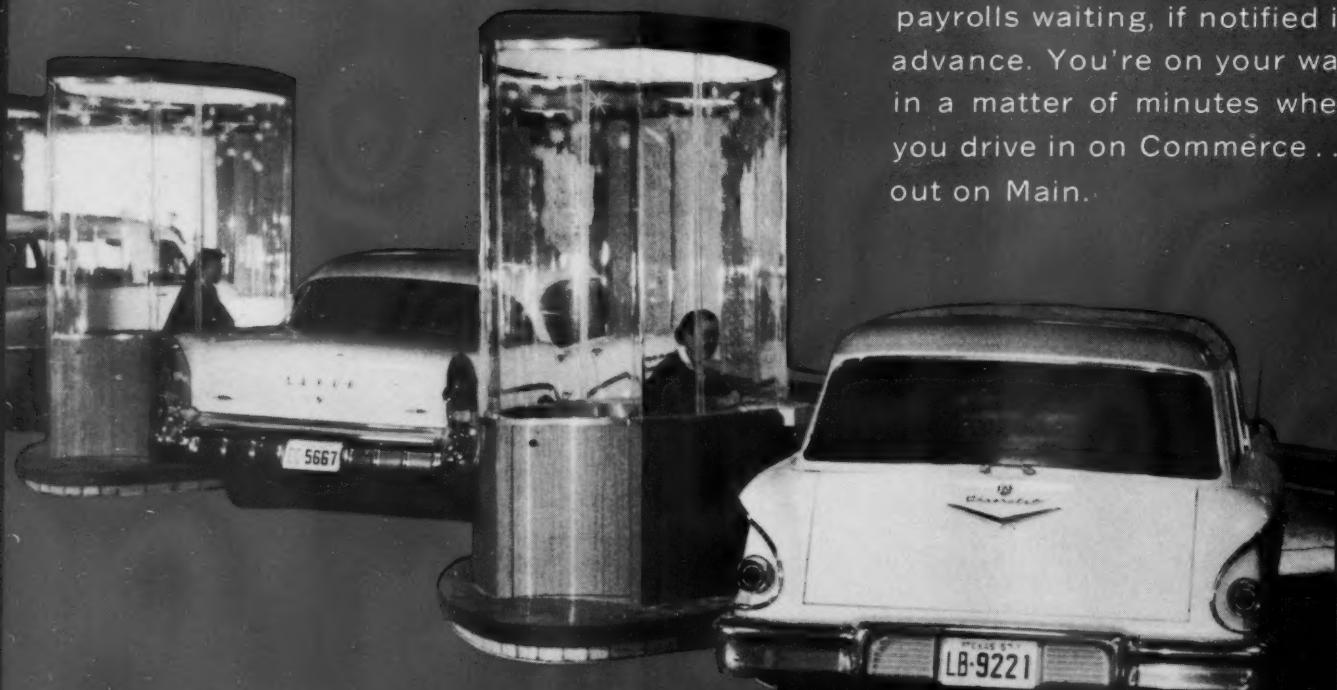


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